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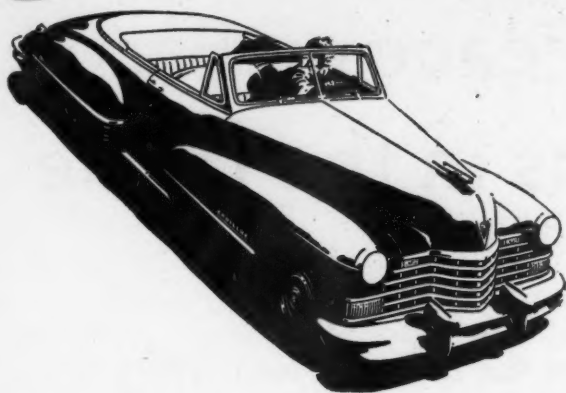
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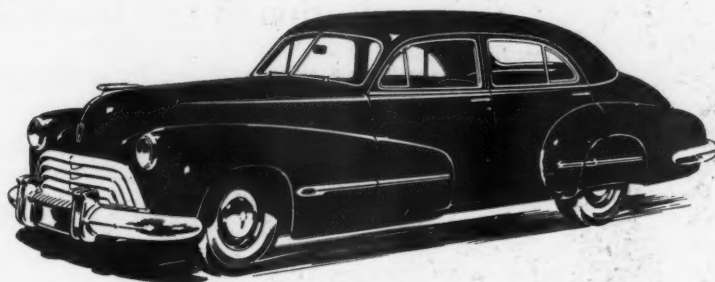
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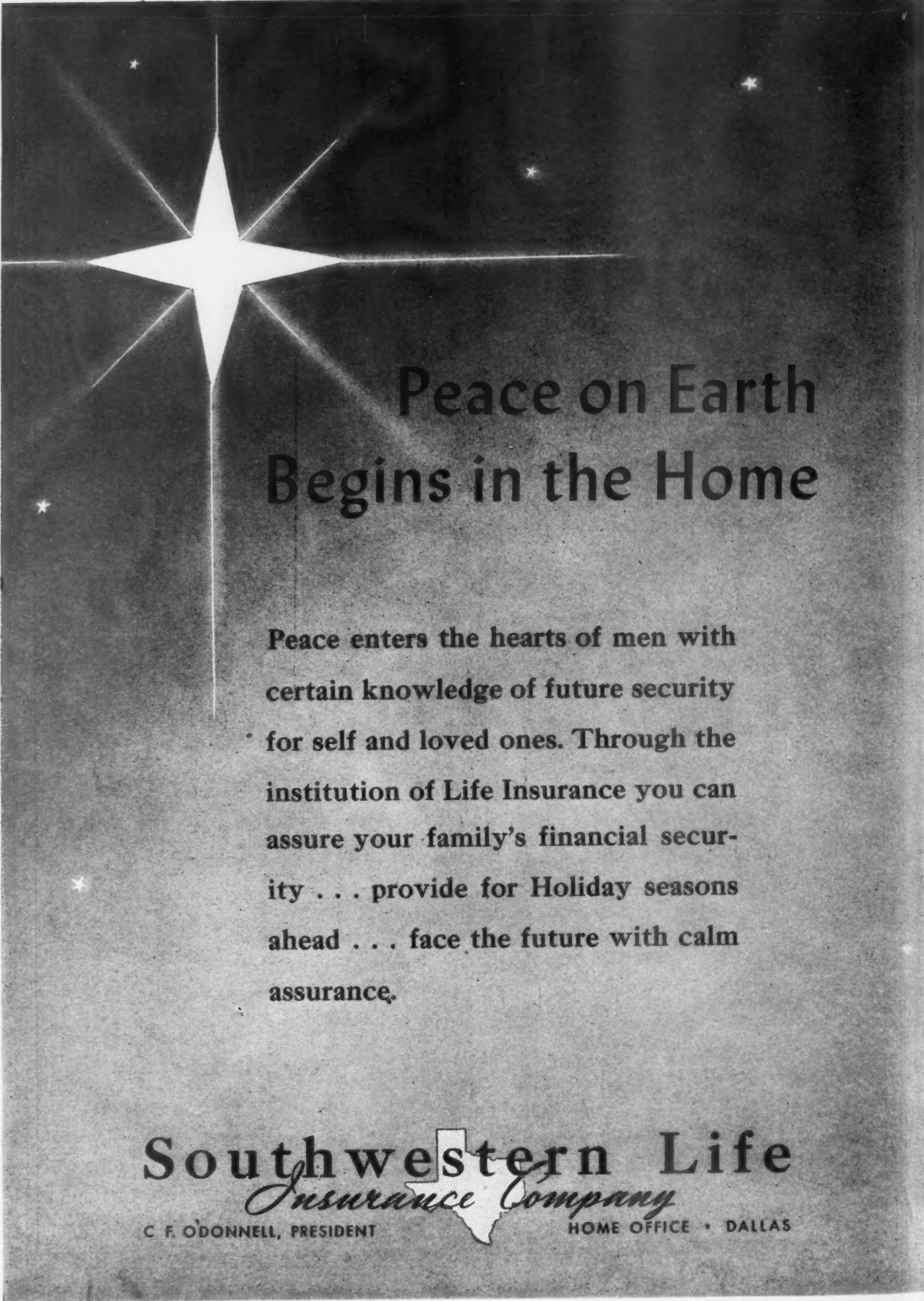
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Southwestern Life
Insurance Company

C. F. O'DONNELL, PRESIDENT

HOME OFFICE • DALLAS

DALLAS

VOLUME 25

DECEMBER, 1946

NUMBER 12

Established in 1922 by the Dallas Chamber of Commerce in the interest of Dallas and the Southwest, of which Dallas is the service center

CLIFTON BLACKMON Editor
THOMAS J. McHALE . Advertising Manager



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of
Industrial Editors

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DALLAS • DECEMBER, 1946



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THE LIST OF ANY
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YOUR WATER
REQUIREMENTS
NOW-AND PLAN
YOUR WELLWATER
SYSTEM FOR 1947
-1948-1949-1950.

Layne-Texas
Engineers
Know
Water Wells





Christmas

WEATHER
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REPUBLIC OF DALLAS
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DALLAS • DECEMBER, 1946

WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

Public Works for the Public Good

THE Trinity improvement program, in common with other meritorious river and harbor and flood control projects throughout the United States, suffered a sharp setback on August 2 when the President issued a peremptory order drastically curtailing expenditures for



DALE MILLER

such public works projects during the fiscal years of 1947 and 1948. The directive came as a stunning surprise, not only to those actively interested in river and harbor development and flood protection, but likewise to well-informed Americans generally. For the limitation order constituted an unwarranted assumption of power by the executive branch of the Government—an assumption of power for which no precedent exists in the recent political history of the United States.

The funds affected were contained in the Civil Functions Appropriations Bill which was enacted into law on May 2. This measure annually provides the appropriations necessary for the prosecution of the civil functions of the Corps of Engineers, which embraces the comprehensive Trinity River program, and the bill was enacted by unanimous vote of both Houses of Congress and was duly signed by the President. Never before, insofar as competent authorities have been able to determine, has a President subsequently undertaken to repeal specific provisions of such a law by executive order; and neither constitutional nor statutory authority exists for the exercise of such power. And yet President Truman assumed such power to veto and invalidate a bill he had already signed three months before; and he did so after Congress had adjourned, and when no recourse remained for the people to act through their elected representatives.

Protests were prompt and vigorous, of course. A meeting was called in New Orleans on September 20 by Senator McKellar, president pro tem of the Senate; Senator Overton, chairman of the rivers and harbors and flood control subcommittees of the Senate Commerce Committee; and Congressmen Mansfield and Whittington, chairmen respectively of the rivers and harbors and flood control committees of the House. Hundreds attended the meeting, including members of the appropriate Congressional committees and representatives of many public organizations, and they unanimously adopted a strong resolution of protest which was later formally laid before the President by a committee of Congressmen headed by Senator McKellar. Since that time other protests have been voiced at other meetings—recently, for instance, at the annual convention of the Intracoastal Canal Association of Louisiana and Texas in Corpus Christi on November 18.

The Intracoastal Canal Association resolution was pointedly strong, stressing the invalidity of the order and enumerating the hardships which were quick to be suffered through the curtailment of vital services and the cessation of needed construction. The President's position was indeed untenable (made so, no doubt, by the habitual imprudence of his political advisers), and a tacit recognition of that fact came from the White House late in November with the issuance of another directive which modified his original order. Some of the impounded funds were released for emergency work, but a further relaxation of the order is imperative.

The original order compelled the division and district offices of the Corps of Engineers to curtail their operations drastically, and the later modification did little to improve the situation insofar as many important projects are concerned. The manner in which the Trinity program has been affected is both significant and symbolic. The program had

received a strong impetus in the Civil Functions Appropriations Bill, which had allocated \$1,490,000 to the Trinity, \$450,000 of this sum having been set aside to begin construction on Benbrook Reservoir, and \$1,040,000 having been earmarked for advance planning. (For a more detailed account of this subject, see Page 48 of this issue). In any event, the limitation order compelled the Engineers to stop construction on Benbrook Reservoir, to reduce further planning on the program virtually to a nadir, and to order the dismissal of many efficient and experienced civilian employees.

The effects of the original order on the coastal areas were immediate and pronounced. The work of the Engineers consists of a "trinity" of construction, maintenance, and planning, and the reduction of funds urgently needed in maintenance work resulted in a silting of port channels and waterways, which in turn began to result in a serious interruption of vital coastwise shipping. This crisis was alleviated considerably by the partial relaxation of the order; but serious conditions still exist with respect to many projects, particularly in the interior. The postponement of flood protection on the Trinity, for example, will prove costly because of recurring floods. Widespread economic losses can be expected, therefore, on the coast and in the hinterlands alike, and in all sections of the United States.

The situation to begin with is ironical. The President's announced purpose in issuing the original limitation order was to effect economies and balance the budget, and with that purpose, of course, no thoughtful and patriotic American will disagree. Indeed, the governmental extravagances practiced over a period of so many years have had a debilitating effect upon the American economy, and readers of DALLAS will recall repeated references to that fact in this column. But the President is frustrating his own economy program, in a real and practical sense, by slashing appropriations for useful public works. The interruption of essential shipping, which resulted from the silting of channels brought about by the reduction of maintenance funds, is an example of the fallacy of this kind of "economy." The increasing severity of flood losses, which can be expected to result from the failure to construct needed levees and reservoirs, is another. Multiply these examples by many others, and the conclusion is clear: The economic losses sustained through the operation

(Continued on Page 91)



Motors by Maher

REBUILDING ENGINES TO KEEP FORDS ROLLING IN SOUTHWEST IS BIG BUSINESS FOR DALLAS PLANT GEARED TO ASSEMBLY LINE PRODUCTION

THERE may be a Ford in your future, but the chances are that, as long as you drive your old jalopy, it will be powered by a motor rebuilt by Ed Maher, authorized Ford dealer at 420 North Harwood, Dallas.

The Maher plant, authorized last June as motor rebuilders by Ford headquarters and voted into membership by the Automotive Engine Rebuilders' Association of America, is turning out an average of 25 rebuilt motors each day, supplying dealers in the Dallas trade area with new life for the old car.

During the war years, when new automobiles were even more of a pipe dream than in this first post-combat season, Ed Maher's doors were never closed. His shop turned out more than 10,000 rebuilt motors for the Southwest. Mechanics, either too old or too young for the armed forces, joined the civilian home front and fought with wrench and screwdriver to keep intact America's vital supply line of essential transportation.

Through the crucial times, when gasoline and tires were not the only shortages to be combated, the Fords kept going by. And if all Fords using motors rebuilt by Ed Maher were placed at safe driving intervals in a single convoy, the caravan would stretch from Dallas to Corpus Christi.

This mass production of engines rehabilitated to factory specifications and with complete new movable parts installed has been pioneered in the Southwest by Ed Maher. The successful performances turned in by rebuilt motors during the emergency years forecast what might turn out to be a leading subsidiary industry connected with the automobile world, with Dallas as a hub for the market in this area.

According to Edward R. Maher, veteran Dallas Ford dealer and operator of the motor rebuilding shop, the future is

bright for the rebuilding industry. He points out that drivers learned during the period 1942-1946 that the life of a car can be extended indefinitely by substituting a rebuilt motor instead of having the car undergo a major repair operation or buying a new automobile. He explains that the rebuilding job requires only about five or six hours to complete, and the comparative cost makes the rebuilt motor a more economical investment.

Ed Maher plunged cautiously into the rebuilding field in 1938, utilizing a corner of his shop. The success of his undertaking convinced him of the great possibilities in that industry.

The Ed Maher motor rebuilding plant is one of the three authorized and approved by the Ford Motor Company in Texas. Other shops are located in Lubbock and Houston.

Operations are on a production line basis comparable to large plants manufacturing new automobiles. With the plant now covering most of the 400 block on North Harwood, expansion in the near future is contemplated in order to accommodate the increasing demands from a wide trade area.

M. J. Boudin heads a staff of 60 master mechanics, stock men, electricians, and generator, fuel pump, and carburetor specialists who are engaged in developing this new Dallas industry. Mr. Boudin has been with Ed Maher fourteen years. To him Mr. Maher gives much of the credit for organizing the shop to meet the war crisis and for instituting labor and time-saving procedures. The shop has been approved as a vocational training center and many ex-GI's are now learning the art of salvaging the critical automobile parts.

Motors are being shipped into Dallas from dealers all over the Southwest. From the time the old engines are received at the wash rack and the oil and dirt cut from them, operations

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follow rapidly and methodically until seven-man hours later a completely rebuilt motor comes off the assembly line ready for installation into a Ford automobile.

After degreasing, the engines are moved onto the assembly line for tearing down. The block is stripped completely, and the parts are charted into parts bins for complete cleaning and salvaging of assemblies that will meet factory specifications.

Specialists preside over departments devoted exclusively to generators, fuel pumps, and carburetors. Here parts that have been stripped from old motors that still contain the required operating capabilities are used in rebuilding new units that are painted and placed on the assembly line to be used in motors for the Southwest.

After stripping, the blocks go into another cleaning process where all metal chips and other grits are removed. The block is then spray-painted and placed onto the assembly line for the inspection of moving parts.

The block moves on conveyer tracks down the line as operations are completed. The assembly points are so arranged that one man and a helper can perform the tasks in connection with a given job. Blocks are rebored, crankshafts installed, valves inserted and adjusted, then the pistons and head put in place. At the last position the completed production is spray painted and a serial number applied.

After painting, the rebuilt motor is placed on a testing stand and the engine started. The test actually lasts two or three hours and the motor is subjected as nearly as possible to average operating conditions.

The assembly line operates on a 21-minute schedule. In other words, every 21 minutes a rebuilt engine rolls off the production stands ready for testing and storage racks.

Ed Maher has been with the Ford Motor Company for 33 years, starting in 1913 when the Ford plant was only a retail store, shop, and service department, located on Commerce near the City Hall. He is now the oldest authorized Ford dealer in the city and one of the largest in the Southwest. He has set nationwide and world records as a dealer that are recognized by the Ford Motor Company.

Mr. Maher has recently been joined in his business by his two sons, Thomas H. Maher and Louis J. Maher, each of whom have been elected vice presidents of the company.

ENGINE REHABILITATION at Ed Maher plant begins on the assembly line after Ford motor is removed from the automobile by Chester Johnson, top, right. Progressive steps are pictured, top to bottom: (1) C. M. McGuyre refacing valve seats; (2) H. V. Oler honing cylinder walls; (3) Robert Coatney, right, installing crank shaft, as Jack Hyde installs cam shaft; (4) S. L. Miller, foreman of the motor reconditioning department, and A. A. Myers checking distributor; (5) Frank Myers, Jack Hyde, F. U. Brisendine, D. H. Moralis, Robert Coatney, and J. D. Maralis, left to right, at work on assembly line operation; and (6) Lester Minshew, sales chief for the department, checking rebuilt engine on test stand.

—Photographs by Thomas K. Cone, Jr.





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DALLAS

Reports on Dallas Business

INDUSTRIAL LEADERS REVIEW SIGNIFICANT DEVELOPMENTS OF 1946, DISCUSS NEEDS, AND POINT TO WHAT'S AHEAD IN 1947; BUSINESS STATISTICS EMPHASIZE DOMINANT POSITION OF BIG D IN SOUTHWEST

THE economic health of a city is reflected in its business statistics. On this basis, Big D is in robust, good health.

Accelerations in various business indices well above national averages in 1945 have been even more pronounced in 1946 and, in comparison with the latest available data for other Texas major cities, give emphasis to Dallas' dominant leadership as the business and financial center of the Southwest.

The business statistics give support to the consensus of Dallas industrial leaders that, come what will in business in 1947, Dallas and its trade area will fare better than the rest of the nation.

DALLAS invited business leaders in various fields of industry—manufacturing, retailing, aviation, finance, and the like—to cooperate in a year-end, cross-sectional roundup of comments on the Dallas business situation. Presented on this and succeeding pages are their views regarding significant developments in their respective business fields in 1946, current trends which stand out to indicate the way business will go in 1947, new projects recommended for Dallas' continued industrial progress, some of the problems to be overcome in 1947, and Dallas' business outlook in relation to the national situation.

Comparisons of the latest available business statistics for Texas cities show that, in most indices, Dallas exceeded the combined totals of San Antonio and Fort Worth, and in many instances held a substantial lead over Houston, even though

(Continued on Page 83)

Theo. P. Beasley,

President of the Republic National Life Insurance Company:

One of the most significant developments affecting the life insurance business in Dallas in 1946 has been the establishment of the Institute of Life Insurance Marketing at Southern Methodist University, which is to be directed by A. R. Jaqua, an outstanding authority and educator in the insurance field.

This practical educational development in the field of life insurance in the Dallas area points in the direction of the famous Wharton School of Business in Philadelphia.

The year 1946 has been one in which the production of life insurance in the Dallas area and in Texas has exceeded the production records of all time. During the first nine months of 1946 the production of life insurance in Texas equalled 179 per cent of the amount produced for the same period of 1945, as against a national average of 162 per cent in this respect. It would appear that these production records will be pretty well continued in the year 1947. Dallas today is considered to rank third among all cities in the United States in the number of locally domiciled life insurance companies, and these companies have in force over one billion dollars worth of life insurance.

Although it is doubtful that much improvement can be expected in 1947 as concerns the interest rates earned by life insurance companies on their investments, it is felt by many insurance executives that a better rate of return on long-time investments such as life insurance companies make may be expected in the not too distant future.

As concerns Dallas' business picture in relation to the national situation, I

feel that Dallas can expect a record of development that will place it foremost among all of the cities of the nation. The Dallas Chamber of Commerce has done a remarkably fine job of outlining the advantages of Dallas to many industrial concerns of the nation, and much of the industrial expansion that has taken place during the past year can be attributed to the efforts of the Chamber of Commerce.

E. L. Blanchard,

Higginbotham-Bailey Company:

Manufacturers, wholesalers, and retailers in the dry goods and apparel lines will close the year 1946 with most everyone having enjoyed a good business, but with the supply of most critical items as short or more so than in any of the war years.

Items made of cotton and rayon in the men's wear industry have remained scarce all year, and as the year closes they are still scarce, notably pajamas and dress shirts. Any man trying to buy a suit knows the situation in this line. There has been some strengthening during the latter part of the year with regard to some items, blankets, for example, of which there seems to be an adequate supply. Towels are easier to obtain, but some kindred lines such as sheets, bedspreads, and the luxury satin-top comforts still remain on allotments.

Cotton piece goods of all descriptions—prints, chambrays, ginghams, and muslins—have been very scarce all year, and there is still no meeting of the demand for most of these items as the year ends. There has been some relief in work clothing items, and most merchants have been able to obtain a supply of work shirts and work pants, although overalls,

SECOND EXPANSION of Trinity Universal Insurance Company gets under way as steel framework for three additional floors takes shape against Dallas' skyline on top of the two-story structure completed earlier in the year. The office building at the northeast corner of Ross and Harwood is pictured under construction on opposite page in photograph by Thomas K. Cone, Jr.

both men's and boys, have remained scarce.

Women's and children's underwear, both rayon and cotton, have remained on an allotment basis, with the supply short of the demand for this type of merchandise. Children's wear has been difficult to obtain, and diapers are still on the scarce list.

As we enter 1947, everyone interested in the dry goods business is hopeful that increased production will soon bring into the market better qualities in rayon and cottons which can be made into the types of garments which will meet the more selective requirements of customers. It is unlikely, however, that we shall see any great improvement in this respect during the early months of the new year. Predictions are being made that it will be at least June before production catches up with demand sufficiently to make possible the showing of just what is wanted in any large assortments of merchandise. This will likely be true in all lines—children's, women's, men's and boys'—as the public shows a little more caution in making purchases. We are hopeful that a part of this demand for better types of garments can be met early in 1947.

J. Richard Brown,

Editor and publisher of "The Southwestern Purchaser" and "Southwestern Advertising and Marketing":

Until Mr. Sassin in the lobby has plenty of Dr. Peppers and Coca-Colas and until he begins putting the Hershey bars up on the counter, it is hard to go all-out for the coming depression. Not that a nice short slump wouldn't be a good thing. We are all for it.

But it is going to have a hard time happening here. Dallas is the center of much distribution effort and people are either going to want goods or they are not going to want them. If they want them, business will be good in the Dallas territory. If they do not want goods, then Dallas will be busy trying to make them change their minds.

George Sessions Perry said "Dallas will die and be damned before it will submit to being routine and uninteresting." This might be paraphrased to say that Dallas business will do a lot of kicking before it will submit to lethargy.

While a lot of cautious people will be underwriting the slump, a sizeable group will be subscribing to a year of actively



"I wish I could afford to buy things like my employees do!"

going after business. In my book, the latter group will win by a lot of points.

W. B. Clayton,

Commercial vice president of the General Electric Company:

Dallas is now approaching the big city class, and we must immediately plan the establishment of separate areas for manufacturers, wholesalers and distributors, and substantially enlarge transportation, receiving and distributing depots.

Among the problems to be overcome in 1947 is the severe congestion of traffic. There must also be increased hotel facilities, increased facilities for handling conventions and exhibits, and better leadership on the part of both labor and management to make faster progress along all lines than in 1946, especially with respect to the construction of buildings, houses, and the like.

Dallas should support wholeheartedly all of our school facilities. Particularly should we have an outstanding trade school for veterans and those men and women who have passed college age.

Some of the important factors that

may have a bearing on the future course of business in the Dallas area are the abundance of natural gas, electrical energy, and raw products. These factors will operate for the enlargement of Dallas business, if we are alert to the many opportunities that are ours to convert raw materials into finished products. This area is making very encouraging strides in the manufacturing industry. Dallas' business picture in relation to the national situation is very bright.

Gordon R. Edwards,

Owner, Gordon Edwards Manufacturing Company:

The apparel industry as a whole went forward in 1946 without any hazards until the temporary dropping of the OPA last summer. When the revised OPA was again law, it was so unworkable that a large majority of the industry was afraid to expand or take any chances. This applied principally to low end wearing apparel.

With the elimination of the OPA, better merchandise of the kind that is made in Dallas will be much more in demand.

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The recent national election results point toward a more stabilized business in 1947.

Dallas prosperity should continue with very little recession, because our trade territory is one of the most progressive in the whole country. This is very well borne out by the fact that large Eastern firms are opening new branches or are actually moving their businesses to Dallas. We are on the threshold of one of the greatest eras of foreign trade, and Dallas is ideally located to receive a great deal of this foreign business. We should as a market go after our share of the Mexican, Central, and South American business.

The fact that Dallas is an inland market makes it imperative that it be a diversified market, and, although apparel is one of our best known industries, we must see that many other types of industry are attracted to this market.

The greatest problem to be overcome in 1947 is fear. Our customers must be made to understand that Dallas industry is a progressive industry and we must continue as we have in the past to give excellent value for the dollars spent in Dallas. Dallas' business outlook is a very bright spot in the overall national industrial picture.

E. L. Flippen,

President of the First National Bank in Dallas:

The most significant development in 1946 in the banking industry has been the withdrawal of War Loan funds from the banks by the Treasury of the United States, thereby reducing materially bank deposits and the amount of funds available for loans.

The decline in the price of cotton in Texas has been a very unfortunate trend but, with the short crop and the large demand, we hope to see an improvement in this important field at an early date.

It is hard to estimate business trends for 1947 until the new Congress convenes. We do know, however, that there is a large unsatisfied demand for merchandise of all kinds and a large percentage of the people have money and credit, and we see no reason why business should not be good.

Dallas and the Dallas trade territory has favorable consideration from large eastern concerns and life insurance companies seeking investments. Dallas is growing in population and in volume of

SPEAKING OF HOUSING



Courtesy Appreciate America, Inc.

business, and the great handicap we have to overcome is the lack of office and factory space, together with the housing shortage and the badly crowded hotel facilities. The cost of construction is so high that the prospective return is not conducive to building expansion.

The traffic problem in Dallas is one of the most serious problems confronting us in 1947. While the one-way streets and the "no left turns" in the congested business district may have helped some, they certainly have not solved the difficulty and, in some instances, appear to have accentuated it. This is a problem that should be studied by men of experience to secure the right solution, and I hope our city officials will make an effort to secure the proper personnel to make this survey and suggest the proper remedy.

We have had in Dallas in recent months as our guests a number of the leading insurance and financial executives of the East, and, judging from their optimistic statements, the business picture for Dallas and the Dallas territory is really brighter than most of us at home fully realize. We must arrange to take care of the new people and the new concerns that desire to locate in our midst, and, if we do, the Dallas business outlook for 1947 is rosy indeed.

Richard Haughton,

President, Haughton Brothers, Printers and Publishers:

Completion of the Master Plan is the most important project before the citizens of Dallas.

Dallas should make every effort to put into effect at the earliest possible time the more practical phases of the Master Plan in order that the city may be better able to accommodate, in a physical man-

ner, the new industry we all hope will locate here. Our growing Dallas calls for wider and better streets, more houses and apartments, adequate utilities, clearance of slum sections, and the many other physical improvements necessary to accommodate greater numbers of people.

The printing and publishing industry in Dallas for the past several years has been working at practically full capacity to meet unprecedented demands of business for printed matter of all descriptions. Several factors have made it difficult to meet these demands: Severe shortages of papers of practically all types and grades, inability to obtain needed machinery for increased plant capacity, and a shortage of skilled plant labor.

There are some encouraging evidences today, however, that offer a degree of hope for improvement within the next year.

Printing equipment manufacturers, after reconversion, are beginning to ship some new equipment and there are signs that during 1947 new machinery may be available in sufficient quantity to give a measure of relief.

From the ranks of returning veterans, the commercial printing and allied industries in Dallas have gained approximately 300 journeymen and apprentice employees. This has greatly relieved the dire shortage of manpower and skilled craftsmen so essential to the industry.

With recent decontrol action by OPA, a great stimulus has been added to the production of all materials, and (here may be a bit of wishful thinking) this could possibly result in some alleviation from the desperate paper shortage.

With the return of a real free enterprise system, the industry will be confronted with a tremendous task. All advertising media, for a time, will probably face previously undreamed of demands. With added manufacturing facilities and additional manpower, the printing and allied industries of Dallas will enter the year 1947 with the hope of being able to render a better and more complete service to all users of printed products.

D. A. Hulcy,

President of the Lone Star Gas Company:

The natural gas service business reflects the health of all business. From this standpoint Dallas and its territory

are mighty healthy in this year of peace. Lone Star Gas Company has a larger peace-time load on its lines than ever in its history, with greater supplies of gas than ever before. This means that industries are humming, and cities and towns are growing.

The greatest trend for 1947 here in this part of Texas is irrepressible growth, provided materials and goods are forthcoming. In addition to materials, the greatest need is for old fashioned American cooperation among all groups of people. Failure of this cooperation is what has been causing our trouble. I believe we all see the light now and are going to pitch in and work together in the coming year.

In order to keep ahead of fast stepping Dallas, the gas utility must put forth prodigious efforts. Our organization is working hard and successfully to deliver to Dallas a gas service worthy of this great city. We are proud that during a time of rapidly rising prices of all kinds, our service has been reduced in price. For us here at Lone Star Gas Company, the greatest challenge of 1947 is to continue this service at the reduced rate.

R. Thurmond Hunt, Jr.,

Hunt's Department Store:

The most significant development in the retail store field during 1946 has been the widespread development and leasing of suburban locations.

With the hope of an increasing flow of recognized values in the textile supply, the consumers' attitude is now to wait for these types of merchandise. The "grab what is offered" period is at an end.

A factor having a bearing on the future course of Dallas business is the decentralization of industry, and I believe Dallas comes near the top when new locations are considered. Lower freight rates and a continued reasonable attitude of Texas labor will serve industry well in this region.

Hotel congestion and restricted parking facilities come high on the list of problems to be overcome in 1947. As for retail business, I consider no problem more important than that of improving the downtown parking snarl.

If any part of the nation is prosperous in the coming year, Dallas certainly will be. It is highly regarded for future expansion everywhere I hear the city discussed.

Dallas has splendid, aggressive leadership, but it has gone somewhat high hat. It seems to me that the farm trade has had very little attention, with too much emphasis on attracting the glamour element. We could and should build more good will for Dallas among the agricultural sections by having the residents of these areas feel more at home while visiting Dallas. While we are a metropolitan city, we can still profit greatly from the tiller of the soil.

I feel business in 1947 will be sound and profitable for those who plan well and work hard.

George W. Jalonick, III,

Vice president of the Southwest Air-motive Company and chairman of the Aviation Committee of the Dallas Chamber of Commerce:

The year 1946 has been a significant one in the field of aviation, not so much because of actual accomplishments in this twelve-month span as for a realization on the part of all of us that there are vital "undone" things which demand our best and speediest attentions.

Throughout the war, we talked grandly about the peacetime "flying age" in America and the fabled "family airplane." Well, we are at peace and neither the "age" nor the "airplane" has arrived exactly as we envisioned it would. To be sure, more people are riding as passengers on commercial airliners and service has been accelerated and pushed-up considerably. The private plane plants have been turning out more aircraft in each month in 1946 than they did in any entire pre-war year. Businessmen in increasing numbers are adding executive type planes to their budgets; thousands of ex-GIs and others are taking flying lessons, and every airport is filled with surplus military craft converted for civilian uses.

And yet all this, rather than having proved anything, has served merely to expose our negligence in the planning and expansion of airport facilities. The "flying age" will remain an uncertain adolescent until such time as we cease expecting 1939 model airports to provide for 1946 model flying.

In Dallas, there are rosy sides to the picture, as well as the forbidding dark ones. The city lately has become the focal point for five state distributorships for many of the leading aircraft parts and accessories makers. A master plan

for aviation is under advisement and, I hope, will be turned from the drawing board stage to reality. There are many new private landing fields near the city. Love Field, our municipal airport, ranks high among the country's hubs for airline and private landings and takeoffs. During September alone there were 5,482 air carrier operations off the field; 4,078 by itinerant private planes, and 557 local flights for training and testing purposes, making a total of 10,117.

We are located at the Hemisphere's true aerial crossroads; the aviation industry already has built its plants in the area and will build more if we meet it halfway. In Texas, as in no other state, the airplane has proved its utility for the covering of vast distances on business or on pleasure, and, as a result, the "average Texan" is more aviation eager than the "average American."

These encouraging factors notwithstanding, Dallas still stands a fine chance of missing the aeronautical bus unless it takes its head out of the fog of pipe dreams. We must act and act quickly and quit thinking in terms of the horse-and-buggy era of flying.

Here are important things for all of us to get busy on:

Our airport is too small. Runways are not long enough, nor are there sufficient number. The terminal building, even with its present addition, is less than an eighth the size it should be. We have no terminal and operational center for cargo, mail, and express service. I feel sure that a survey will show that costs would be prohibitive were all the improvements made that are necessary on Love Field. This being the case, then we must look elsewhere, perhaps in the direction of Redbird Airport, the city's second aviation property in Oak Cliff. Here we might go to work creating a new super-terminus for airline passenger traffic. In cooperation with the various airlines, we could plan buildings, hangars, and runways in accordance with existing needs and, especially, in line with projected concepts of global transportation. At Love Field the extent to which improvements may be made are limited considerably by terrain and physical boundaries.

A bad feature of Redbird, however, is the fact that a majority of resident air travelers live in the north side of the city and might have difficulty in getting across town to meet airline schedules. As a partial solution, though, we must build broad, modern boulevards to our air-

ports to speed up the movement of passengers and freight. You will readily understand this if you have ever tried to navigate Lemmon Avenue during the rush hours.

Nothing is needed more than a "union station of the airways" — a downtown airline terminal, housing administrative offices, ticket agencies, and baggage rooms. Transportation to connect with the various flights would originate here, eliminating confusion and delays inherent in the present scattered system. The terminal in New York City could well serve as a model. On the private flyer's side, I urge that he receive more encouragement from the city government and that a determined effort be made to understand his problems and objectives. Every day, another Dallasite buys an airplane to use in the conduct of his business. He has a right to expect help from the city in such matters as the building of private flying fields nearer the downtown section rather than miles out in the "sticks."

To get these and many other things done, we need not only a "friendly" municipal government, we need an aggressive civic plan of action, led and directed by men who know and understand aviation. Dallas now has an outstanding director of aviation and an assistant, both of whom have ideal backgrounds for their jobs.

To direct and supervise the development of an aviation program in Dallas, I feel that the City Council should appoint an aviation advisory board comprising individuals who are qualified either by profession or by interest to pass judgment on the planning of this particularly technical field of endeavor. Members of the City Council have evidenced an encouraging concern for the future of aviation within the community. Nevertheless, these men, of necessity, must not be specialists on any single subject, since their civic duties concern a multitude of varying industries and municipal projects. I am sure that they would be helped, as would the city of Dallas, by the selection of a small group whose entire energies would be devoted to making certain that we do not lag behind in these most critical of all times in the sphere of aviation. Members of the board need not be pilots or aviation technicians, although I think that some of them definitely should be. They can be men who, perhaps, use air travel extensively in their businesses or who regularly ship or receive merchandise by air



freight. At the head of this group should be Jean Dubuque, our director of aviation. With his leadership, surveys could be initiated and completed, decisions made, plans and policies established, necessary work conducted on airports, and liaison maintained with airlines and with other aeronautical concerns and individuals. The City Council would be the final approving body and would pass on the allocation of funds and would handle administrative routine and paper work. I am sure that until this is done in one form or another, Dallas aviation will continue to be fettered by redtape and uncertainty.

I hope that this has not sounded discouraging nor disparaging. It should not, because a similar situation exists in varying degrees in almost every large community in the nation. The possibilities here are so brilliant that to fall short of the goal line would be unforgivable. The people of Dallas are ready and willing to support whatever is best for Dallas in the field of aviation.

L. B. Jones,

Vice president of the Mosher Steel Company and president of the metal products division of the Dallas Manufacturers' and Wholesalers' Association:

Significant developments in 1946 in the field of structural steel fabrication indicate a return from Government work to private construction. While numerous projects are in the offing, the shortage of materials of all types has greatly retarded construction of many of them.

Barring prolonged labor difficulties, principally in coal and steel mill operations, and provided sufficient materials are available for the construction of low

and moderate-priced housing units for the veterans, the prospects point to an increased volume of commercial and industrial-type buildings in 1947 over 1946.

The shortage of residential units and desirable office space has no doubt hindered the activities of the Dallas Chamber of Commerce in attracting new firms to Dallas. In the event additional housing units and office buildings as well as industrial plants can be provided in the Dallas area, many new industries, warehouses, and branch distribution operations can undoubtedly be brought to Dallas because of the advantageous location of the city in serving the surrounding territory.

In comparing the prospects for the development of Dallas in relation to the national situation, it is my opinion that large industrial concerns will decentralize their operations, and, since a number of these concerns has had experience with this territory with branch plants during war-time operations, I think this section has very bright prospects for industrial development during the next few years. This decentralization may be accentuated by the coal strike because of the advantage of unlimited supply of natural gas in this area. The Dallas Chamber of Commerce's full-page advertisement in Northern and Eastern newspapers, which called attention to the natural gas supply here during this year's first coal strike, created much favorable comment among industrialists in the North and East.

In the long-range program, it is my opinion that the canalization of the Trinity River would do more toward future development of Dallas than any other one undertaking. The canalization of the Red River to Shreveport is further advanced than that of the Trinity River and, should the Red River project be completed prior to the Trinity River program, merchandise could be distributed in the Dallas and immediately adjacent territory more economically from Shreveport than from any other port. The advantages of water transportation to Dallas would place Dallas in an enviable position as a distribution center. My information is that there is no inland city in the country with a population in excess of 500,000. Dallas could possibly exceed this without water transportation but water transportation would greatly accelerate and enhance possibilities of developing a greater city than we already have.

(Continued on Page 79)

research...



~ the highway to health!

Time was when pneumonia took about 125,000 lives every year.

Then, came "sulfa" drugs...and penicillin...out of the research laboratories of medical science...and pneumonia lost its power to paralyze men with fear!

Diabetes was another serious problem until insulin came along to pull the fangs of the deadly killer.

The attack upon other killers of men is moving rapidly forward right here in Dallas...at Southwestern Medical College. To date some 200 research projects directed at the discovery of the causes, cures and prevention of disease have been completed by its faculty members.

This continuing process of scientific research at Southwestern Medical College, coupled with intensive medical education, is aimed at advancing your happier living through better health.

You can have a part in this vital program...

THE "WILL" TO GIVE BETTER HEALTH

The greatest gift you can bestow on future generations is better health. The Southwestern Medical Foundation offers you this opportunity. In planning your estate, your WILL can provide Southwestern Medical College with additional means and equipment to further perpetuate medical education and scientific research in the Southwest.

Should you desire to aid in this great humanitarian program, additional information will be furnished by FRED M. LANGE, Vice-President and Managing Director of Southwestern Medical Foundation, 2211 Oak Lawn Avenue, Dallas 1, Texas.

DR. E. H. CARY, President

KARL HOBLITZELLE, Chairman, Ex. Com.

BRIG. GEN. W. LEE HART, Dean of Medical College

SOUTHWESTERN MEDICAL FOUNDATION

This Message Sponsored By **LESAGE COMPANY—DALLAS**



—Photographs by Thomas K. Cone, Jr.

Purex Corporation Opens Modern Plant in Dallas

ACCENTING a new trend from West to East in the expansion of industry, in which Dallas occupies a strategic position as the hub of the first major regional market east of the Rocky Mountains, the Purex Corporation, Ltd., of South Gate, Calif., opened its new, modern Dallas bleach-making plant last month on a five-acre site at 6000 Denton Drive in the Airlawn industrial area.

With the company officials and Dallas business leaders in attendance, production of Purex was formally begun during open house ceremonies, which followed a luncheon at the Baker Hotel, given by the Dallas Chamber of Commerce.

The first unit of the Dallas factory is a one-story building of steel, brick, and structural tile, which covers an area 160 feet by 200 feet. With William Garvey in charge of construction for the com-

pany, the production equipment in the plant was built to Purex specifications. The floor has been elevated to truck and rail dock height, with truck driveways having been constructed of extra heavy concrete paving. Appointments include asphalt tile covered floors, acoustic ceilings, walnut wall paneling, fluorescent lighting fixtures, and other conveniences. The building was designed to combine both an attractive exterior and efficient plant operation. Offices are completely air conditioned and sound-insulated. The Dallas factory is equipped with complete research and testing laboratories.

A. C. Pelletier, president of the Purex Corporation, who with other company officials, was guest of honor at the Chamber of Commerce luncheon, said that favorable shipping facilities, good labor conditions for steady production, the cooperation of the Dallas Chamber of

PRODUCTION OF PUREX was formally started in the company's new Dallas plant last month by Purex president, A. C. Pelletier, top, left. Others pictured are: Top, right, A. G. Bruce, Purex southern divisional sales manager, left, and R. L. Thomas, vice president of the Dallas National Bank; center, right, L. S. Precourt, Purex board chairman, left, and Sam Hanna, secretary-treasurer of the Texas Wholesale Grocers' Association; center, left, William Neal, Purex sales manager; bottom, left, Plant Superintendent Dow Whaley, and at bottom, right, exterior view of plant.

Commerce and other agencies, and the advantage of economies in distribution were factors which influenced the Purex manufacturers in deciding to establish the new plant in Dallas.

The plant was constructed on the basis of pre-planned expansion to take care of the company's rapidly growing business in Texas and the southern markets, said Mr. Pelletier, who described it as the most modern bleach-making establishment in the United States. Walter W. Ahlschlager & Associates were architects and Cowdin Brothers were the contractors.

The Dallas plant is the company's fourth. In addition to the main plant and home office at Southgate, Purex has

(Continued on Page 85)

better than boot straps...



Today, those who have hoisting problems will find Briggs-Weaver equipment far better than boot straps. Present stocks will permit immediate delivery of Blue Boy Differential Hoists, Cyclone High Speed Chain Hoists and Chisholm-Moore Electric Hoists. Capacities on electric hoists 250 lbs. to 3 ton; hand hoists 250 lbs. to 40 ton. Hoist parts also available through us.

Lifting by boot strap was the old way and the hard way. Briggs-Weaver knows. Starting in 1896 with two car-loads of merchandise and fifty years later dominating the industrial supply field has taken a lot of lifting but has given this company a lot of experience . . . costly then, invaluable now. Thousands of our customers have profited by this experience, because Briggs-Weaver learned early that satisfactory service and superior supplies were basic fundamentals for a successful business. Briggs-Weaver is proud of its half-century history. It will continue to maintain its standards as—

"The House of Service"



Dallas, Texas

FOR 50 YEARS "THE HOUSE OF SERVICE"



DALLAS SYMPHONY ... City's Salesman

ONE year ago, in December of 1945, Dallas Symphony Orchestra, Inc., established a new business in Dallas—a civic orchestra that was destined to be one of the major symphonic organizations of the nation and to achieve international recognition even in its infancy. Nearly one hundred persons were employed by the new orchestra, many of them from distant places who came to Dallas to establish homes and to contribute to the cultural achievements of the city.

What is such an orchestra worth to Dallas? Dallas businessmen thought it worthy of generous support and investment. They have received dividends far beyond their expectations. The Dallas Symphony Orchestra has proved to be one of the city's greatest advertising mediums.

Last month more than 25,000 RCA-Victor dealers throughout the world advertised Dallas when the first Red Seal recordings of the Dallas Symphony Orchestra went on sale. Through the worldwide publicity department of RCA-Victor, the name of Dallas, as a city of major cultural achievements, was advertised in foreign countries that previously had known of Texas as the home of cowboys and Indians. Other Red Seal recordings are yet to be released and others to be made, all of which, aside from their altruistic value, are to pay monetary dividends into the Symphony fund.

But the Dallas Symphony Orchestra did not wait a year to fulfill its advertising worth to the city. A few months after its organization the orchestra was selected by the American Broadcasting Company for two nation-wide broadcasts. Transcriptions from one of these network programs were chosen by the International Broadcasting Division of the U. S. State Department for distribu-

SYMPHONY PERSONNEL includes George Egner, first percussionist, top, left, who has played with every Dallas symphony orchestra since the one directed by Dr. Paul Van Katwijk back in 1927. Pictured also are Antal Dorati, director of the Dallas Symphony Orchestra, top, right; Zelman Brounoff, assistant concertmaster, shown second from top, left, with Director Dorati; personnel of the orchestra, second from bottom; and new recruits for the orchestra since last season, shown at bottom with Messrs. Brounoff and Dorati.



Provide HOSPITALIZATION for YOUR EMPLOYEES

There is a definite trend on the part of Texas employers to contribute substantially towards a Hospitalization and Surgical Operation insurance plan for their employees. These employers believe that the increase in employee morale, and decrease in employee turnover effected by the purchase of this insurance, on a company paid for basis, fully justifies the small comparative cost.

Qualified employers who have installed the Employers Casualty Company Group Plans receive the benefits of *dividends*. If you are interested in establishing a group in your business, you should investigate the participating plan offered by this Texas Stock Company.

WRITING: FIRE • WINDSTORM • HAIL • EXPLOSION
AUTOMOBILE • BURGLARY • COMPREHENSIVE LIABILITY
INLAND MARINE • PLATE GLASS • HOSPITALIZATION

HOMER R. MITCHELL, Chairman of Board

A. F. ALLEN, President

INSURANCE EMPLOYERS CASUALTY CO.

HOME OFFICE • DALLAS A Stock Company DISTRICT OFFICES IN:

ARILENE • AMARILLO • AUSTIN • BEAUMONT • CORPUS CHRISTI • EL PASO
FORT WORTH • GALVESTON • HARLINGEN • HOUSTON • LUBBOCK • MIDLAND
PORT ARTHUR • SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS

tion to Army and Navy transmitting stations in all allied occupied countries.

From the very first concert, December 9, 1945, Dallas became the mecca for music lovers of North Texas with visitors from as far away as Michigan, New York, and Mexico noted among the audiences. The orchestra has regularly attracted to Dallas season ticket holders from a 100-mile radius. This season the trade area is to be visited by the orchestra with fifteen out-of-town engagements in north, east, central and west Texas, most notable of which is a four-concert season in Fort Worth.

While the previous network broadcasts have advertised Dallas in a way money could not buy, other ABC and NBC appearances are scheduled for the symphony this year. In addition, Thursday night WFAA broadcasts are to be sponsored by leading Dallas business firms. The "Dallas Morning News" will start the series on December 5. On successive Thursdays, Neiman-Marcus Company, Sanger Brothers, Tex-O-Kan Flour Mills Company, Lone Star Gas Company, Dallas Power and Light Company, Byer-Rolnick Hat Company, and Haggard Pants Manufacturing Company will broadcast the name of Dallas to all parts of the state.

When the orchestra personnel assembled in Dallas, they augmented the population of Dallas by more than their own families. With a major orchestra in the city, made up of 87 hand-picked musicians, music students from all parts of the Southwest came to Dallas to continue their studies either in the city's conservatories or with members of the orchestra. It is natural that music students would chose a city where good music is readily available.

The climax of the orchestra's worth as a good-will and publicity agent for the city came with invitations to play in both England and France. Whether the Dallas Symphony Orchestra will be able to accept the invitation for next October or not, the orchestra has been accorded an honor seldom received by an American orchestra and never before by a symphonic organization of the Southwest.



**Whenever
You're Hungry
or Thirsty
Stop at
PIG STANDS**

*"THERE'S ONE IN YOUR
NEIGHBORHOOD"*



East River

By Sholem Asch. Published by G. P. Putnam's Sons. 438 pages. \$3.

About this time every year for the Christmas season book review, the reviewers frequently choose the Sholem Asch novel, "The Nazarene," which is based on the life of Christ. Still another great book by this same author is a novel based on the life of St. Paul, "The Apostle." A worthy successor to these two books, and one which will undoubtedly be read down through the ages, is his recent novel based on a single street in New York, Forty-Eighth Street on the East River.

This book has been said to be a novel of man and his destiny. It is not just the story of Moshe Wolf Davidowsky or of his invalid son, Nathan, or of his successful son, Irving, who betrayed his father

and tradition, but the story of the melting pot, which is America, and the adjustment that the old world had to make in the new.

"East River" is skillfully written and deeply felt. The characters portrayed here become real, and their problems become the problems of the reader. The struggle of life on Forty-Eighth Street was accepted by all except Irving, who longed to pull himself and his family out of the poverty. He finally achieved his goal, only to be scorned by his father and brother for the methods used in attaining it.

This is also the story of Mary McCarthy, the Roman Catholic, and her destitute family—Mary, who loved Nathan, but married Irving, and Rachel, her friend, the Jewish girl, who found out that her envy and malice toward Mary was all for naught. It is the story of Harry Greenstock and his pigeons and his children, and his great desire to see Rachel safely married to Irving before he died.

But among all the personalities in the block on Forty-Eighth Street, the mixed nationalities from the old countries trying to find their place in a new land, but still adhering to the old customs and the old prejudices, none stood out as did Moshe Wolf Davidowsky. He was typical in his characteristics, firm in his belief, and strong in his convictions; yet he had a heart of understanding and a love for his fellow man. He suffered greatly when his son married out of his faith, and yet he took the girl and his Christian grandson when they had no place to go. He struggled with himself and the religion of his forefathers, yet his principles of right and love of humanity solved his problems.

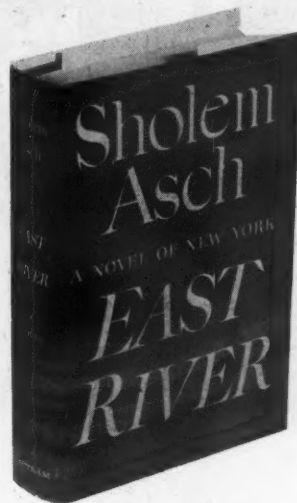
In writing this particular type of novel, Sholem Asch has left the door open to criticism from both sides, yet, in this land of America, every individual should read what he writes with his strange insight into the hearts and minds of men. What more appropriate book could have come from any pen than this one at this chosen hour of our times? This book is an avenue of intellectual findings, and it is more than just the basic story although it is extreme in plot. No one but Sholem Asch with his sensitive feeling for all mankind could have undertaken such a story, and made anything out of it but a scramble. He has put the American spirit into his writings; he has given his readers, as always, something long to remember and think about, and he has put value on tolerance and love of fellow man where it belongs in every man's heart.—Jerry Porter.

Never has

Sholem Asch

written with greater power and understanding than in his new novel.

EAST RIVER



A NOVEL OF NEW YORK

\$3.00

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*This Christmas
Give Books
from
The Book Corner*

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Gift Certificate



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R-3366

HUNDREDS OF
Gift
SUGGESTIONS

A
**GOOD BOOK
IS A PERFECT
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1814 Main Street R-5546



"Duel in the Sun"

EXTRAVAGANT plans are being made by David O. Selznick for the Texas release of his \$7,000,000 "Duel in the Sun," whose first showing scheduled in Dallas January 8 is expected to bring a trainload of top stars and film dignitaries to the city.

"Duel in the Sun," on which production began in March, 1945, is the story of love and hate and empire building played against the background of the Texas panhandle in the 1880's. Stars coming to Dallas for the opening will include Academy Award Winner Jennifer Jones, Gregory Peck, Joseph Cotten, Lionel Barrymore, Lillian Gish, Walter Huston, Sidney Blackmer, Herbert Marshall, Tilly Losch, and Butterfly McQueen.

The Hollywood delegation is due to arrive in Dallas early in the morning, parade through downtown Dallas, visit the Veterans' Administration Hospital at Lisbon, have lunch with city and coun-

ty officials, entertain the press and visiting critics and writers, attend a late afternoon cocktail party, and appear that evening at the opening at the Melba Theater.

The screenplay of "Duel in the Sun" was written by David O. Selznick personally from an adaptation by Oliver H. P. Garrett as suggested by a novel by Niven Busch. Jennifer Jones, the ex-saint of the "The Song of Bernadette," is cast in the role of a wild, half-breed Indian girl, Pearl Chavez, and Gregory Peck, the priest of "The Keys of the Kingdom," is her reckless, outlaw lover, Lewt McCanles. Joseph Cotten plays Peck's brother, Jesse. He and Peck are sons of Lionel Barrymore, as Senator McCanles, cattle baron of the Southwest, and Lillian Gish is their aristocratic, brandy-sipping mother.

For authentic technicolor backgrounds, Mr. Selznick sent his company on two major location trips. For these


SELZNICK STARS who will visit Dallas for the first showing of "Duel in the Sun" will include Jennifer Jones and Joseph Cotten, top, left, and Gregory Peck, top, right. Scenes reproduced from the film show: Miss Jones and Mr. Peck dancing the "Varsoviana," top, center; Tilly Losch whirling into a dance for the gamblers in a bordertown cafe, left, bottom; fence line clash of railroad builders and landowners, center, bottom; and landowners on the warpath, led by Senator McCanles (Lionel Barrymore), right, bottom.

locations, three van loads of generators and other electrical equipment, 400 horses and 400 head of cattle, 22 tons of props, including 107 revolvers and 100 poker chips, made up a portion of the equipment used. It took a construction crew of 40 men two months to level a hill and build a two-story ranch house, two barns, and a windmill out of artificially-weatherbeaten timber.

The major location trip was to Lasky Mesa, 45 miles north of Hollywood, where more than 3,600 players were busy for four weeks and the fight between railroad and cattle barons took place. An engineering feat was required to set up a small railroad of the period. Tons of railroad equipment, including an 1880 engine and several wooden coaches, were hauled by flat-trucks up five miles of winding trails. A one-fourth mile of rails was laid, tents set up, corrals built, and barbed wire fences erected.

Final scenes of "Duel in the Sun"

(Continued on Page 90)



Decorative lighting brings a new spirit of cheer, an undefinable warmth, a special welcome to all people at Christmas time. The beckoning friendliness of Christmas lighting graciously extends your holiday greetings and lends added dignity to your way of saying . . .

*"Peace
on Earth,*



*Goodwill
Toward Men"*

DALLAS POWER & LIGHT COMPANY



Along Big Bend Trail.

Headed by Chairman R. D. Suddarth of the Highway Committee of the Dallas Chamber of Commerce, a delegation of nearly 50 Dallasites in company with some 250 other Texans toured the Big Bend Trail (U.S. 67) from Dallas to Presidio last month and then went on to Chihuahua by special train to help promote an extension of the highway to the capital city of the northern Mexico state and on to the Mexican Pacific port of Port Topolobampo.

Pictured are: (1) members of the Dallas delegation who made the trip by special bus. Others went by private automobile; (2) left to right, K. L.

Germany, Jake Tipps, Dudley M. Hughes, and Marvin Love, all of Dallas, shown being issued their name badges before departure of the bus; (3) left to right, Mrs. J. M. Heard of Naples, C. G. Stubbs and D. M. McDonough, both of Dallas; (4) left to right, Roy Anderson, Cleburne, new president of the Big Bend Trail Association; Governor Fernando Foglio Miramontes of Chihuahua, who was host to the delegation during two days of sight-seeing, shopping, dancing, and receptions; and Mr. Suddarth; (5) Lic. Alberto de La Pena Borja, municipal president of the City of Chihuahua, second from left, who welcomed the visitors from Texas. He is shown with his aides; and (6) C. G. Stubbs.

Pictured (7) at annual meeting of Big Bend Trail

Association at Marfa are, left to right, Claude W. Meadows, San Angelo, vice president of the association; H. Lambert Lain, Cleburne, secretary-treasurer; Mr. Suddarth; Lindsay Phillips, Stephenville; C. A. Bridges, Glen Rose; and Mr. Clift; (8) scenic drive near Fort Davis; (9) left to right, Frank Chappell, "Dallas Times Herald"; Mrs. Chappell; and Charles Burton, "Dallas Morning News"; (10) Kal Segrist, Dallas, left; and Sheriff Carl W. Turnbow of Erath County; (11) Mr. Clift and R. H. Clinger, Dallas County engineer; (12) and (13) scenes at Big Lake; and (14) Paulette Coker, Naples, mascot of the Dallas group, shown presenting a box of flowers to Mrs. Hector Molinar, wife of the Chihuahua congressman.

MEET YOUR ASSISTANT ADVERTISING MANAGER

THIS MAN is an advertising specialist. He specializes in maintaining electrical advertising signs . . . in keeping your signs in perfect condition to faithfully flash your sales message night after night.

He's one of the many Federal Electric trained technicians who are ready to work for you under Federal's maintenance contract program . . . to assure maximum benefit from your electrical advertising signs. These men *know* electrical advertising. And experience has proved time and time again that it's better and cheaper in the long run to have experts tackle the job at hand.

Under Federal's maintenance program for your electrical advertising, Federal's trained technicians accept the re-

sponsibility for proper operation of your signs. They replace lamps and tubes that fail to burn properly. They clean the sign, as often as you specify. They make prompt inspections. They know every detail of your electrical sign and they put this knowledge to work for you.

For more than 26 years, Federal Electric has been serving Texas with quality electrical advertising. Our skilled personnel have the ability . . . the experience . . . the ideas to make your electrical advertising outstanding.

Inquire about Federal's maintenance program for your present signs. Federal's technicians actually function as members of your advertising department. Ask, too, about Federal's Lease and Maintenance program for your new signs. It's the soundest, most satisfactory and economical way of maintaining your electrical advertising. Consult freely with your Federal representative on your electrical advertising problems.

**ASK ABOUT FEDERAL'S
MAINTENANCE PLAN FOR
YOUR NEON SIGNS**

SIGNS

FEDERAL ELECTRIC COMPANY, INC., OF TEXAS

TOPS IN DESSERTS



Top off your
Fall menus with
Delicious,
Smooth,
Convenient
**BOEDEKER
ICE CREAM.**
Your family will
say—it's tops.

Call our hostess,
Mrs. Hugh Cargo,
Riverside 8484



Business Opportunities

EDITOR'S NOTE: The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those offered by the firms or individuals, and it is suggested the usual investigation be made in each instance.

The following individuals and firms are interested in representing Dallas manufacturers in their respective territories:

Norman A. Stocker, 5715 North Shore Drive, Wilwaukee 11, Wisc., manufacturers' representative; desires additional lines of farm equipment, industrial engines, outboard motors, and special machinery for distribution in the Wisconsin, Illinois, Iowa, and Minnesota areas.

Pacific Wholesale Company, 135 West Floral, Arcadia, Calif.; jobber; desires additional lines of housewares, furniture, and specialties for exclusive distribution on the Pacific coast.

Edgard Rocha, Calle 15 No. 13-84, Bogota, Colombia, South America; wishes to obtain agency for complete line of mechanical, agricultural, construction, and sanitary equipment as well as stationery and office supplies.

E. Irwin Hogan Company, 136 N. E. Twenty-eighth, Portland 15, Ore.; manufacturers' agent; desires to procure new brokerage accounts or to act as manufacturers' representative for the Pacific Northwest territory, handling food products, housewares, hardware, paints, and varnishes, decorating products, toys, insecticides, polishes, and cleaners.

Joseph W. Rapp, 408 Concord Build-

ing, Portland 4, Ore.; manufacturers' representative; wishes to handle engineering and provide sales representation for automotive, industrial, marine, and sporting goods lines in the Oregon, Washington and northern California areas.

G. H. Slack, 2631 Chester Lane, Bakersfield, Calif.; desires to establish trade relations with Dallas firms to act as wholesaler, jobber, or manufacturers' agent; has been contacting hardware stores, garages, machine shops, and the building trades in central California for 20 years.

The following individuals and firms are seeking representation in Dallas and vicinity:

The Neilson Company, 207 East Michigan, Milwaukee 2, Wisc.; manufacturers' agent and jobber; desires Dallas agent or distributor to handle a line of toys and hardware.

Hurley Manufacturing Company, 318 North Broadway, Portland 12, Ore.; manufacturer of lawn sprinklers; wishes to contact wholesale distributor or manufacturers' agent interested in exclusive distributorship in the Dallas trade area.

Hans H. Wulf, 9337 Biscayne Drive, Dallas 18, Texas; desires to serve as sales manager or distribute consumer goods lines in the Southwest and Middle West areas.

The Midwest Lighting Products Company, 1357 Beach Parkway, Lakewood 7, Ohio; manufacturer and distributor of lighting equipment; desires manufacturers' agent now selling to the electrical jobbing trade in Dallas.

American Products Company, 1121 West Magnolia Boulevard, Burbank, Calif.; manufacturer of collapsible aluminum baby stroller; desires to contact a sales agency or individual interested in acting as factory representative in Dallas.

Malcolm-Merle Leathers, 99 Chauncy, Boston 11, Mass.; desires Dallas representative to call on shoe and novelty manufacturing concerns.

GRAYSON GILL

Architect and Engineer

306 Great National Life Building

Holiday Greetings...

**ICE
SOUTHERN
ICE**



PUREX AMERICA'S LARGEST SELLING BLEACH AND DISINFECTANT—NOW MADE IN DALLAS

To serve the Southwest and take a major stride forward in its program of national expansion, Purex Corporation, Ltd. selected Dallas as the site for building the most modern bleach-making plant in the U. S. Today this factory, completely new from the ground up, is a reality. Purex—America's Largest Selling Bleach and Disinfectant—now comes to you a Texas-made product.

Purex is proud to join the Dallas industrial family. Now located with other forward-looking manufacturers in this strategic city of the growing Southwest,

Purex is able to take advantage of steady local production, economies in distribution and other factors of direct benefit to the consumer in the entire regional market.

A leader in its field, Purex will continue to advance in making its product one of highest quality. The new Purex Dallas plant is admirably suited to this purpose. Superbly equipped research laboratories, specialized testing methods and unequalled facilities led by the exclusive Purex Intrafil Process, will all serve to maintain traditional Purex quality.

PUREX CORPORATION, LTD.

6000 Denton Drive, Dallas 9, Texas

SOUTH GATE, CALIFORNIA • ST. LOUIS, MISSOURI • TACOMA, WASHINGTON

Arthur A. Everts Company Observes 49th Anniversary

A PIONEER Dallas jeweler who began business on a shoe string back in 1897—Arthur A. Everts—was honored last month by his employees at a banquet at the Hotel Adolphus.

The occasion was the celebration of the forty-ninth anniversary of the Arthur A. Everts Company, which today is one of America's finest and largest jewelry establishments, with 137 employees, including 52 sales persons.

The son of pioneer Texans, Mr. Everts was started on his way to a career in the jewelry field at the age of 16, when an uncle, J. M. Oram, noted a sketch young Arthur had made of his grandmother and suggested he study engraving. With this in mind, he went to work for Mr. Oram in his Dallas jewelry shop and studied copper-plate engraving at night and later learned the watch-making trade.

From a small corner in a railway ticket office where he began his jewelry business, Mr. Everts moved in 1916 to a building at Main and Murphy. With characteristic optimism and far sightedness, he moved again in the mid-depression year of 1933 to the firm's present location at 1616 Main in a modern building in the mid-town shopping area.

Many of the Everts employees have long-time service records. Albert W.

FIRST SIGN of Everts firm, in which Arthur A. Everts invested his total capital—\$22—when he started business, is pictured, left, being rehung by the store's founder. The company's present, modern sign is shown at right.



Wittrock and William Weitzel, Sr., have served the Everts company for 49 and 47 years respectively. Fred Brasfield has been with the firm 37 years and Harry Stone 36 years. Twelve employees have served for more than 25 years, and the 137 employees have an average service record of 23½ years.

One of the early presidents of the Texas Jewelers' Association, Mr. Everts served two terms as president of the American Retail Jewelers' Association. Fond of designing, he has originated many jewelry ornaments and other objects for public and private celebrations. He designed the \$10,000 key for the Texas Centennial Exposition at Dallas in 1936.

The Arthur A. Everts Company is now under the management of Mr. Everts' son, Myron Everts, who will soon be joined by a grandson, Frank Everts, Jr. With the motto, "Everts on the box adds much to the gift but nothing to the cost," the firm while constantly expanding has sought to maintain the personalized attention for customers that was characteristic of its early-day operations.

FREEDOM FROM NOISE

Today noise is at an all-time high. Noise puts nerves on edge. It upsets dispositions, and destroys employee relations and customer good-will.

Sound condition with Acousti-Celotex, the world's most widely used acoustical material. It is now available and can be quickly and quietly applied without disturbing office routine. And it can be painted frequently without harming its efficiency.

S. W. NICHOLS COMPANY
Acoustical Technicians & Contractors
Dallas T-3-2166 Houston Capitol 6020

"56 Years in Dallas"
J. W. LINDSLEY & CO.
Realtors

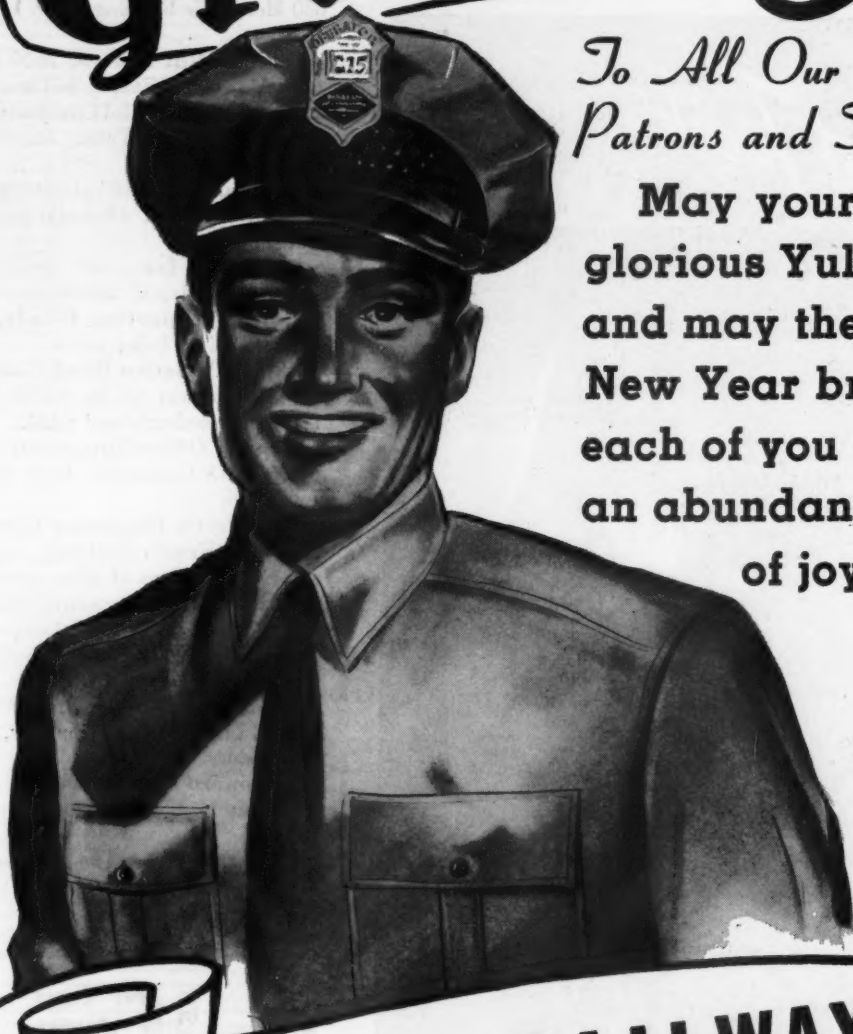
Our 56 years' experience in handling Real Estate in Dallas enables us to give quick and efficient service in filling your needs.

We Specialize in Industrial Property
1209 Main St. • Phone C-4366

Christmas Greetings

*To All Our Fine
Patrons and Friends:*

**May yours be a
glorious Yuletide
and may the
New Year bring
each of you
an abundance
of joy.**



**DALLAS RAILWAY
& TERMINAL COMPANY**

Membership Department Setting All-Time Record

The momentum of membership recruiting, which already in 1946 has given the Dallas Chamber of Commerce more new members than the total added during any previous similar period, is now being pointed toward achievement of a goal of 100 more by the end of the year. With its attainment, the Membership Department will top all previous records by

a wide margin and close 1946 with approximately 850 new members for the year.

Newest recruits for the Dallas Chamber, announced by Membership Manager Hugh Sawyer, include the following, listed by firms, together with information regarding their addresses, representatives, and types of business:

Worthington Five Cents to One Dollar Store, 1924 Abrams Road; Schuyler B. Worthington and L. M. Jones.

Mexican-American Import Company, 4825 Coles Manor; Julius Lupkin; export and import.

National Home and Auto Stores, Southland Life Building; Russell L. Smith; wholesale.

J. D. Wrather Productions, Inc., 830 Mercantile Building; John H. Hicks, Jr.

Overton Refining Company, Inc., 830 Mercantile Building; J. D. Wrather, Jr.

William Pitt Martyn, 2610 Swiss; J. L. Martyn; plumbing and heating.

Tyson-Hatchel and Company, Inc., 3200 Main; H. W. Tyson; laundry and cleaning supplies.

Garland, Inc., 2203½ Cedar Springs; Garland Faulkner; wholesale and retail millinery.

McMains, Inc., 339 Oakenwald; James C. McMains; advertising.

Gateway Sporting Goods, 1300 Main; William Cole; retail.

Avalon Venetian Blind Company, 2804 Commerce; W. M. Smith; manufacturers, wholesale and retail.

Keeney Office Equipment Company, 1913 Commerce; D. L. Keeney, Jr.; retail.

Lou Harris Engraving Company, 214 Irwin-Keasler Building; engravers and manufacturers of silver novelties.

Linehan and Company, 3424 Commerce; M. J. Linehan; cellulose products.

Stanley Wholesale Drug Company, 3420 Main; John Stanley.

Orville M. Erickson, John Hancock Mutual Life Insurance Company, 634 Irwin-Keasler Building.

J. Howard Ardrey, Indianapolis Life Insurance Company, 1326 Kirby Building.

Lyman E. King, The Minnesota Mutual Life Insurance Company, 1138 Liberty Bank Building.

The Smart Twenties



Gittings
F. R. P. S.

DALLAS • HOTEL STONELEIGH
HOUSTON • LAMAR HOTEL

In ANY Event
SEND FLOWERS

BURTON'S
Orchids and Flowers

3323 Oak Lawn Avenue
CALL L-3161

Operated by
BOYD KEITH



There is Buying Power in a Penny

Even in this period
of rising prices. For instance,

With a penny's worth of
Lone Star Gas Service
you can still cook a good
dinner for three people

Price of Lone Star Gas Service has been reduced in a
period when the price of practically everything else was
advancing. Its price is less today than before the war.

Lone Star Gas Company

Army Air Forces Open Procurement Office in Dallas

THE constantly increasing importance of Dallas as a center of Southwest industrial areas has been emphasized by the establishment by the Army Air Forces of the Dallas Army Air Forces Procurement Field Office in Dallas in the Santa Fe Building at 1114 Commerce. Here, in room 123, is an extension office of the Air Materiel Command Headquarters at Wright Field.

The local office is headed by Major Ralph H. Hinkson and is staffed by both military and civilian personnel of the Air Materiel Command contracting and procurement sections. Purpose of the Dallas office is to develop and administer Army Air Forces manufacturing contracts in the Dallas Southwest area. Establishing of the Procurement Field Office in Dallas, one of ten such offices located at strategic points throughout the United States, will bring a local contact point to Texas firms which will be able to deal directly with this office in the negotiation and study of available bids on Army Air Forces contracts.

Major Hinkson's staff includes Lt. Richard F. Dayton as assistant chief who "doubles in brass" as pilot for the administrative airplane used by the Dallas office in the administration of Air Force manufacturing contracts awarded in this area. Contracting officer for the Procurement Field Office is Maynard K. Weitzel, who handles detailed negotiations with prospective bidders on the Air Force contracts.

Local manufacturing firms are being encouraged to visit the Dallas Procurement Field Office to obtain information on available contracts. Review of current invitations to bid reveals a high percentage of the Government contracts to



PERSONNEL of new Dallas Army Air Forces Procurement Office includes, left to right, Major Ralph H. Hinkson, Maynard K. Weitzel, and Lieutenant Richard F. Dayton.

be handled through the Dallas office call for manufacture of items which can be profitably produced, it is pointed out, by Southwestern manufacturing firms. Due to many reasons these contracts can, in most cases, be "fitted in" to present production facilities by a great many local manufacturing firms, it is believed.

Major Hinkson's past experience as executive officer of the engineering division, Hawaiian Air Depot, from 1942 to 1945 enables him to discuss the engineering phases of the Air Force manufacturing contracts with local firms with considerable authority. In civilian life, Major Hinkson had his own business in steel construction and electrical engineering.

"We wish to bring the Government contracts to the attention of the 'small' manufacturing firms in the Dallas area," said Major Hinkson. "While many bids are made on Government contracts that run into major production problems involving the use of specialized machinery,

they are not all that way. We have many 'developmental' type contracts open for bid. These are relatively small contracts that usually fit right into a small manufacturer's current program. One of our contracts that was bid for and awarded to a Dallas firm was on electrical equipment. This firm has a total payroll of only nine men. Several firms in this area that have been awarded Air Force contracts have only a dozen or so men on their payrolls. The small, aggressive, manufacturer in this area is in a logical spot to successfully bid on many of the current Air Force jobs."

The Dallas AAF Procurement Field Office receives between five and ten sets of contract specifications a day from Wright Field headquarters. These are available to local firms for study and bids. Personnel of the Procurement Field Office are available to advise and assist in discussing specifications and handling details relative to the submission of bids to Wright Field.

Typical of the service items currently open to bids are: Brass chain, metal and wood covers for radio installation masts, corrosion resistant steel hinges, vibration tester for hoses, and many other items in varying quantities. Lists of all items available for bids are kept in the Procurement Field Office, along with detailed specifications. The local office handles all administrative and inspection details in connection with contracts awarded to firms in the Dallas and Southwestern area of the country.

GREEN DOOR GIFT SHOP

3519 Oak Lawn, Dallas, Texas

An Array of Gifts...

from double thistle etched glasses, 10 and 12 oz., to hand polished mahogany pieces from Haiti, Swedish glassware, wine sets, delicious preserves, to that gorgeous California "rustic" pottery tableware. Beautiful gifts for the ladies. Handsome gifts for the men.



Open evenings till Christmas for your convenience.



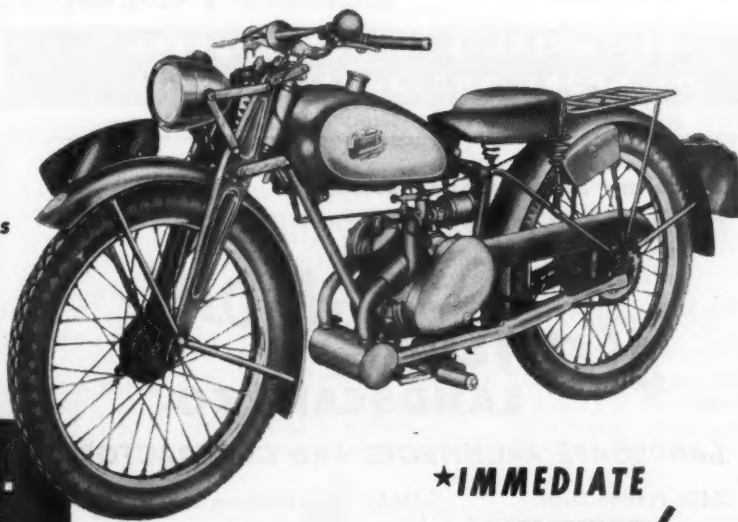
Put your boy's name
on a FAMOUS JAMES *this Christmas!*

The gift thrill of a boy's life . . . sturdy, lightweight James from England!
 A first prize winner in performance . . . handsome, low lines and
 rich maroon-and-blue paint job! Rugged as a true Westerner and fleet
 as an antelope . . . gives 120-miles-per-gallon . . . equipped
 with big, two-wheel, automobile-type brakes, standard
 luggage carrier and streamlined tool box!

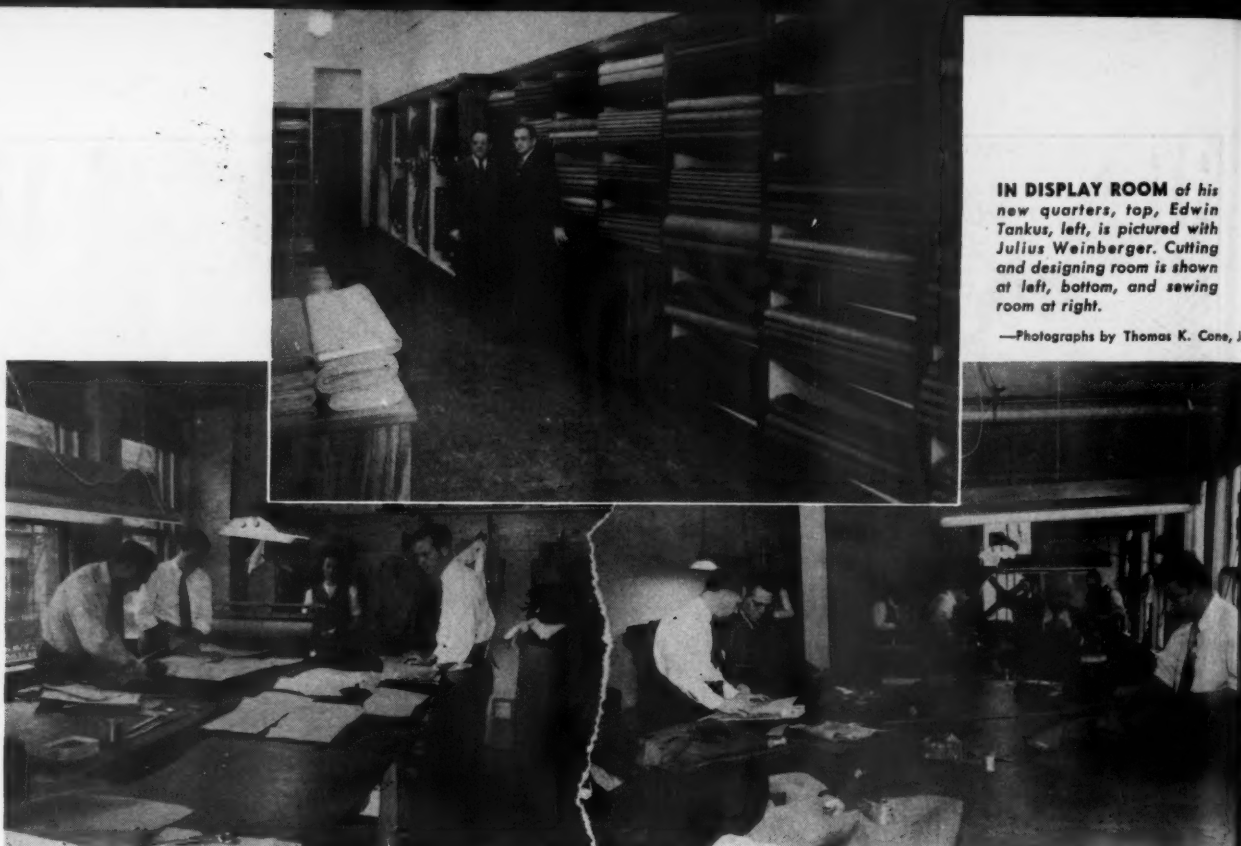
\$298 Plus 7% tax
 1/3 Down, Balance 6 Months

Pacific at Olive

S. H. LYNCH & CO.
 Sales ★ Parts ★ Service



**★IMMEDIATE
 DELIVERY!**



IN DISPLAY ROOM of his new quarters, top, Edwin Tankus, left, is pictured with Julius Weinberger. Cutting and designing room is shown at left, bottom, and sewing room at right.

—Photographs by Thomas K. Cone, Jr.

Edwin Tankus Expands Custom Tailoring Shop

An expansion program for the firm of Edwin Tankus, which specializes in custom tailoring for men and women, has been completed with the opening of dis-

play, fitting, and work rooms in new, modernized quarters at 313-A North Akard.

The workrooms upstairs provide 5,000

square feet of floor area and have been equipped with new, modern machinery. Facilities downstairs on the street floor, providing 1,000 square feet of space, include a show room for the display of woollens and fitting rooms. Special lighting has been installed to reveal the fabrics in their natural colors.

Currently employing 37 workers, the company expects to add to its personnel as production increases for the spring season, said Mr. Tankus. Associated with him in the business are Ross Meggs, designer; Albert Cercone, head fitter; and Julius Weinberger, business manager.

Mr. Tankus has been in the custom tailoring field in Dallas for 25 years and opened his own firm at 311 North Akard four years ago. He moved into his new quarters last month.

Adleta

**SHOW CASE AND FIXTURE
MANUFACTURING CO.**

1814 CEDAR SPRINGS • DALLAS, TEXAS

**DESIGNERS & MANUFACTURERS
OF STORE AND BANK INTERIORS**

**Design and Execution of Landscape
Planting for Dallas' New Purex Plant**

**Ramsbottom
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LANDSCAPE ARCHITECTS AND CONTRACTORS

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**DIAMOND
BARGAINS**

Professional
Watch Repair
Service

CLAUDE ZIMMERLY
316 Republic Bank Bldg. C-2748



BUSINESS CONFIDENCE Built on Years of Service

★ Old firms like old friends have demonstrated their worth through long periods of prosperity and adversity. The firms listed on this page have served Dallas through the years. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1869 PADGITT BROS. COMPANY

Leather Goods—
Wholesale and Retail

1869 THE SCHOELLKOPF COMPANY

Manufacturers and Wholesale
Distributors

1872 DALLAS RAILWAY & TERMINAL CO.

Street Railway

1872 SANGER BROS.

Retail Department Store

1875 DALLAS TRANS. & TERM. WHSE. CO.

Warehousing, Transportation
and Distribution

1875 FIRST NATIONAL BANK IN DALLAS

Banking

1876 TREZEVANT & COCHRAN

Insurance General Agents

1876 FAKES & COMPANY

Home Furnishings

Established

1885 MOSHER STEEL COMPANY

Structural Reinforcing
Steel and Machinery Repairs

1889 J. W. LINDSLEY & COMPANY

Real Estate, Insurance

1889 METZGER'S DAIRY

Dairy Products, Wholesale
and Retail

1890 WILLIAM S. HENSON, INC.

Printing and Advertising

1893 FLEMING & SONS, INC.

Manufacturers—Paper and
Paper Products

1899 DALLAS PLUMBING COMPANY, INC.

Plumbers

1900 JOHN DEERE PLOW CO.

Agricultural Implements

1902 CULLUM & BOREN COMPANY

Wholesale and Retail
Sporting Goods



Founded in Dallas in 1885, Mosher Steel Company marked its initial period of growth by moving in 1888 from its original plant into a structure, pictured above, at the corner of Ross and Carter (now Laws) Streets. Shown standing in the door of the shop with some of the firm's workers of that year is Theodore Mosher, founder of the concern, known then as The Mosher Manufacturing Company. In contrast with its present broad operations as one of the Southwest's top fabricators of steel, the firm in the beginning confined its activity chiefly to general machine shop and foundry work and the repair of steam engines. A large part of the foundry business was the casting of iron pillars which graced the fronts of many Dallas pioneer buildings. At the time the above photograph was made, engines were being brought in for repair by horse and wagon within a 30-mile radius of Dallas. Present Dallas plant of Mosher is at 5101 Maple.

Established

1903 DALLAS NATIONAL BANK

Banking

1903 ACME SCREEN COMPANY

Ac-Ka-Me Products, Insect
Screens, Cabinets, Lockers,
Boxes and Venetian Blinds

1903 REPUBLIC INSURANCE COMPANY

Writing Fire, Tornado, Allied
Lines and Inland Marine
Insurance

1903 FIRST TEX. CHEMICAL MFG. CO.

Pharmaceutical Manufacturers

1904 ATLAS METAL WORKS

Sheet and Metal Manufacturers

Established

1906 HESSE ENVELOPE COMPANY

Manufacturers of Envelopes
and File Folders

1909 THE SOUTHERN SUPPLY COMPANY

Wholesale Hardware and
Industrial Supplies

1911 GRAHAM-BROWN SHOE COMPANY

Manufacturing
Wholesalers

1912 STEWART OFFICE SUPPLY COMPANY

Stationers—Office Outfitters

1914 TEXAS EMPLOYERS INSURANCE ASS'N

Workmen's Compensation
Insurance



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JANUARY

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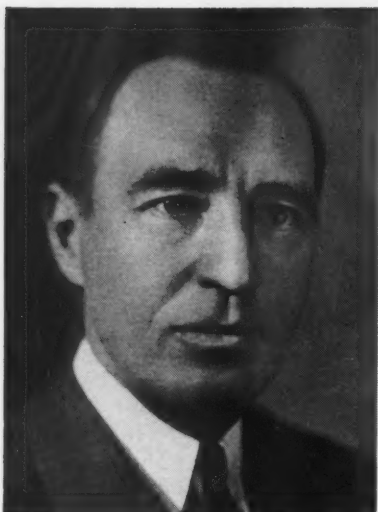
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OFFICERS AND BOO



B. F. McLAIN
President



HOLMES GREEN
Vice President



R. G. McCORD
Vice President



J. BEN CRITZ
Vice President and General Manager



AUSTIN F. ALLEN



THEO P. BEASLEY



O. S. BOGGESS



D. A. HULCY



D. A. LITTLE



STANLEY MARCUS



HARRY S. MOSS



J. B. ORAND

OD OF DIRECTORS FOR 1946



CLYDE L. STEWART
Vice President



EUGENE McELVANEY
Treasurer



GEORGE WAVERLEY BRIGGS
National Councilor



MILTON BROWN



W. R. BURNS



W. B. CLAYTON



HENRY E. ENGLISH



FRED F. FLORENCE



LAWRENCE S. POLLOCK



JULIUS SCHEPPS



J. C. TENISON



WILLIAM H. WILDES



JAMES K. WILSON



THE YEAR AHEAD

DALLAS has rolled through the first full year of peace without interruption in the accelerated business activity that prevailed during the war. The conversion period has been one of growth and prosperity. In fact, business has been on such a high level that we cannot help but speculate on the prospect for maintaining what seems like abnormal conditions.

Since history is replete with periodical recessions we cannot dismiss from our calculations the possibility of some decline in 1947. And yet we seem to have here all the fundamentals necessary for continued prosperity. It is difficult to find any reason for pessimism in viewing local prospects for the coming year. Shortages of all kinds in this community seem to assure a high level of business activity in supplying the needs of our people.

Notwithstanding a very substantial building program, we need homes, apartments, hotels, office buildings, warehouses, and store buildings. We must supply space for our growing population and commodities for a people with ample buying power. If we take the conservative viewpoint and insist that it is not reasonable to expect the current rapid tempo to continue, it is comforting to know that we can experience a decline and still enjoy a high degree of prosperity.

It may be said that many of these general statements apply to other communities. That is true, but it is also true that we in Dallas have much more reason for optimism than the average city. This is not a statement based on the influence of local bias. It is a statement that conforms to the opinion of the best economists and analysts in the country. We are proud of our city,

but actually we are not any more optimistic about its future than out-of-state observers.

The Southwest will undoubtedly grow faster in the next decade than the national average, and Dallas is constantly establishing regional leadership in many fields of endeavor. This leadership is not accidental; it is due primarily to the enterprise of our citizenship over a period of years. It can be lost very easily if we relax in our effort to keep this community outstanding in achievement. An optimistic appraisal of our future can only be based on the assumption that we shall be alert to grasp our opportunities and persistent in maintaining our civic momentum.

It would be foolish to forget that there are many problems to be solved by the American people. It must be recognized that we are all to a certain degree interdependent. No community can be thoroughly depression-proof, but a city can be so constituted that it will be strongly depression resistant. The resistance can best be developed in time of prosperity. This is a good time for civic-minded citizens to build for future difficulties. If we cooperate now to create a greater and finer Dallas, we can indeed face the future years with cheerful confidence.

Yes, 1947 looks like a year of great promise. It also looks like a year when our citizenship should cooperate actively and intensely to strengthen our position for subsequent years of uncertainties.

B. F. McRae

President, Dallas Chamber of Commerce

REPORT OF THE GENERAL MANAGER

by J. Ben Critz



IN MY sixteen and a half years as manager of the Dallas Chamber of Commerce, I have had some unusual personal experiences, both happy and unhappy, mostly happy. So have I also seen Dallas experience some tough times and some good times, but even in tough times it has steadily gone forward in a sound growth and economic development.

And, of course, as manager of the Dallas Chamber and a loyal Dallas citizen, I have been both extremely ambitious for the city's continued progress and jealous of its welfare. I have had ambitious plans for and optimistic dreams of its expansion and development, but its growth and business and industrial expansion during the past year has been greater even than my fondest and wildest dreams.

Dallas has made remarkable and sound progress in every phase of civic life, with its future prospects brighter and greater than ever in its history.

Especially have we gone forward in phenomenal strides in our industrial development, which is the next and necessary phase of our growth. We must have manufacturing and payrolls if we are to be a city of a million or more people and enjoy a sound and balanced economy.

The year's records show that we have grown at the rate of five new businesses per day and eighteen new manufacturing plants per month. Many of the larger national concerns have plants under construction, factories that will employ hundreds of men and women. Other large concerns have purchased sites and are definite prospects to start construction next year. In fact, it is my opinion, based on reliable information, that our growth industrially in 1947 will exceed that of 1946.

Of course, it is true that this expansion has produced some tough problems and created many headaches but they are not of too serious nature and can be described as "growing pains" that can be cured without serious results.

This development is not happening to us because of any special providential dispensation, although our location in a rich area of agriculture, oil, and other natural resources is a

LASO CLUB breakfasts provide good fellowship for old and new members alike including, left to right, Tom B. Bond, J. N. Pitts, L. V. Orr, J. D. Thomas, W. A. Frazier, V. E. Alexander, and A. B. Cass, Jr.



J. BEN CRITZ

tremendous asset, but after all it was the foresight of the original builders of Dallas in the selection of this site that gave us that asset and the civic leaders who have followed have had the wisdom to take advantage of it.

In the main, the benefits we are enjoying today are the results of intelligent, aggressive, and resourceful planning of your Board of Directors, the active cooperation of your Committees and the supporters of the Chamber, and the fine execution of these plans by the alert, efficient, and loyal staff of the Chamber.

I want to express publicly my thanks to my fellow workers in this organization. They have established a wonderful reputation over the nation for the Dallas Chamber of Commerce. I like to liken them to the members of a well-trained football team, who work together and carry out their assignments with intelligent precision. And just as a fine football team makes its coach look good, so has the fine teamwork of the staff made possible any prestige or credit enjoyed by the manager.

Of course, we employees could accomplish nothing without the advice and guidance of the President and Board of Directors of the Dallas Chamber, and the fine assistance and support of the entire membership, but we do have a sincere desire to have a part in the building of a greater Dallas and most certainly to give you "a full day's work for a day's pay."

We sincerely hope and will bend every effort to continue to merit your confidence and support. We need your advice, suggestions, recommendations, and encouragement, and we welcome constructive criticism.



Departmental Reports

INDUSTRIAL

by Andrew W. DeShong

Manager, Industrial Department



IN 1946, Dallas has grown at the rate of five new business enterprises per day.

It has grown at the rate of eighteen new manufacturing plants per month.

And the prospects are bright for continued record-breaking growth in 1947.

As of November 9, records of the Industrial Department showed a total of 1,458 new business enterprises had been established during 1946. Of that total, 188 were manufacturing plants.

The year 1946 has been Dallas' greatest year of business expansion. By December 31, the total number of new concerns established in Dallas during the year will probably exceed 1,600. This is an all-time record total.

By major classification, the total of 1,458 new business enterprises which began operation in Dallas during 1946, prior to November 9, consists of the following:

Retail stores and shops.....	319
Wholesalers	141
Jobbers, brokers, and manufacturers' agents	88
Manufacturers	188
Service businesses and professional services	691
Branch sales and administrative offices.....	31

Total1,458

A number of new businesses not included in these totals have been definitely assured for Dallas by the

ANDREW W. DeSHONG



purchase of sites, signing of leases, and other preliminary arrangements made during 1946. In this category are several major manufacturing plants which definitely located in Dallas County during 1946, and which are scheduled for operation in 1947. These have not been included in the total of 188 manufacturing plants which began operation in Dallas during the first ten months of the year.

As might be expected from the record totals of business growth, the Dallas Chamber's Industrial Department in 1946 has handled the heaviest work load in history. Its work has ranged from routine information and advice on the establishment of small businesses to the preparation of special surveys and briefs which resulted in winning multi-million-dollar industrial plants for Dallas in competition with other cities. One project included the preparation of special reports which retained a highly desirable and important agency of the Federal Government. Other projects included the completion of a new edition of "The Dallas Southwest," the comprehensive industrial report which is the keystone of the Chamber's work to bring new businesses to Dallas; the compilation of a new Dallas County Manufacturers' Directory; the assembling of Dallas County data for the Texas Manufacturers' Directory published by the Bureau of Business Research of the University of Texas; the preliminary work on a new Dallas Aviation Survey, scheduled to be made early in 1947, which will be one of the most comprehensive surveys ever undertaken by any city.

Despite Dallas' impressive growth in 1946, there have been severe limitations on expansion and, in large degree, the growth achieved has been attained under difficulties.

One of the major difficulties has been a shortage of commercial and industrial buildings, coupled with the more publicized shortage of dwelling units.

Another major difficulty has been the Federal Government's restrictions on new construction other than veterans' housing. This program has thrown development out of balance, with the vital fact being apparently overlooked that jobs for veterans must be created along with housing for veterans, if the country's economy is to function normally and soundly. Several important developments for Dallas have been denied or delayed as a result of the building restrictions imposed by this program.

Generally unsettled conditions, recurring shortages of materials, and labor strife in the congested industrial areas of the North and East have affected the Dallas plans of several prospective new industries, and have delayed their final decisions on new facilities in Dallas.

The following summary of the year's work is offered under major classifications of activity:

Aid to Existing Business. The Industrial Department has provided information and services to aid existing businesses. It maintains a buyers' guide file which is used many times daily by merchants and other business men in locating sources of merchandise, firms' addresses, and similar data. It has compiled and published the new Dallas County Manufacturers' Directory, so that business executives, both locally and far afield, may have an index to the products and services available from Dallas County manufacturers. In numerous instances, the Department has been the medium for bringing together persons wishing to have some article manufactured and the local manufacturers capable of handling new contracts.

Development of New Business Enterprises. A consistent effort has been made to bring all types of needed new businesses to Dallas.

The Industrial Department has maintained listings of all types of commercial and industrial properties, as provided by the owners and leasing agents. Through its files of listings, the staff has been able to assist the executives of new businesses in discovering available buildings, and to refer them to the owners or leasing agents of the properties in which they were interested.

It has provided counsel and data on general conditions and trends of vital interest to persons contemplating establishment of new retail and service businesses.

The Department has placed major emphasis, of course, upon the work of bringing new manufacturing or distributing facilities to Dallas. It has maintained an intensive follow-up, by correspondence and personal discussions, with every firm which has ever indicated an active interest in Dallas or the Dallas area. It has also perfected a selective technique to develop new industrial prospects among firms which have not indicated an active interest, but the nature of whose business makes them logical prospects for factories, sales offices, or warehouses in Dallas.

Advertising Program. A gift to the Dallas Chamber of Commerce from the North American Foundation at Dallas, made late in 1945, made possible a Dallas advertising campaign in "Time," "Business Week," "United States News" and other media. The Industrial Department developed the basic information for this campaign, and handled the follow-up work on all inquiries resulting from it.

Government Agencies. The Civil Service Commission regional office is one of the most permanent and desirable of all Federal agencies. This office had been moved to Dallas from New Orleans as a war measure. With the end of the war, New Orleans organized strong political pressure to have the office returned there. Because the Civil Service Commis-

INDUSTRIAL ACTIVITY which has kept workmen of Dallas utility concerns busy throughout the year expanding facilities has included such projects as, top to bottom, construction of plant for Verson Manufacturing Company, two new quonset supply warehouses for the Byer-Rolnick Hat Company, new factory for Better Monkey Grip Company, erection of offices and shops of Continental Trailways Bus System, and excavations for Alford Terminal Warehouses.



GROUND BREAKING for new plant of Verson Manufacturing Company brought together, left to right, B. F. McLain, David C. Verson, Mayor J. Woodall Rogers, and George Pierce.

sion regional office is a key to so many other interests, the Chamber of Commerce made a particular effort to hold it in Dallas. As the result of a special brief prepared by the Industrial Department, and work done by the Chamber's Washington representative, the Civil Service Commission created a new region with Dallas as headquarters.

In this and other efforts regarding Government agencies, the Chamber has tried to secure those offices which are permanent and which supplement or aid the private business community. Another Federal regional office of a key nature, meeting these standards of desirability, has been secured for Dallas during 1946 but announcement is being withheld pending the actual moving of the agency here.

Development of the Dallas Area. The Dallas Chamber of Commerce always regards all of Dallas County as a single metropolitan district, and works

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E. N. KERR

Assistant Manager, Industrial Department



MANUFACTURING

by Mark Hannon

Manager, Manufacturers' and Wholesalers' Department



DURING the past year directors of the Dallas Manufacturers' & Wholesalers' Association have been concerned with furthering plans for classifying its various member industries in order to set up progressive promotional programs for each type of industry.

This has been prompted by the high degree of success the Dallas Fashion & Sportswear Center has continued to enjoy with its market development program. The outstanding attainments of this women's and men's apparel division of the Dallas Manufacturers' & Wholesalers' Association have served to impress the organization's officers and directors with the opportunities at hand for specialized promotional programs in the other industrial fields.

Initial steps have been taken for establishing separate divisions for the metal fabricators, the aircraft industry, and the toy and gift group in the Dallas Market, conceded by all to be the logical marketing center of the Southwest.

DALLAS FASHIONS are sold in all of the 48 states, produced by many topflight concerns including Brogan & Jennings Manufacturing Company. This junior garment of checked Surah cloth for street wear and cocktail parties, with black grosgrain collar and black buttons, is creation of designers, Miss Billie Wilson, left, and Miss Jeanette Neff, right. It is being modeled by Miss Gladys Meek, as Frank C. Brogan looks on.



Directors have undertaken a two-fold program in that they also have been faced with meeting reconversion problems of wholesalers and manufacturers arising under governmental restrictions and anticipated decontrol.

Although manufacturers and wholesalers have continued to be handicapped by a greatly inadequate supply of raw materials for manufacturing operations and merchandise for wholesale distribution, with little or no definite prospect of relief, they have continued to attract to the Dallas Market buyers of all types of merchandise and materials.

Under Association sponsorship, the annual Dallas Business Tours were resumed in 1946, with the itinerary this year including towns in the Rio Grande Valley, East Texas, and Southern Oklahoma, where the Dallas business men renewed old friendships and developed new ones. The trade trippers broadcast a message of gratitude throughout these areas for the patronage given the Dallas Market and extended a cordial invitation to all to continue to make Dallas their market in the future. A splendid response was manifested.

The Dallas Manufacturers' & Wholesalers' Association continued its program of advertising the Dallas Market. The Dallas Fashion & Sportswear Center alone spent approximately \$20,000 for this purpose. Four market periods have been sponsored during the year, attracting thousands of buyers.

The Dallas Fashion & Sportswear Center continued to maintain the School of Design at Southern Methodist University, and "Dallas Fashion and Sportswear," official publication of the division, attained high recognition in the style world.

The executive office of the Association handled in excess of 5,000 inquiries from concerns all over the United States regarding source of merchandise in Dallas. At the same time, the office made contacts for innumerable concerns seeking to have many types of articles manufactured in Dallas.

International distribution of "Key to



MARK HANNON

Buying in Dallas," the official classified directory of the Dallas Manufacturers' & Wholesalers' Association listing all manufacturers, wholesalers, manufacturers' representatives, and trade names in the Dallas Market, provoked widespread approval, it was indicated by the unsolicited comments received from all parts of the United States and many foreign countries.

The 1947 edition of this buyer's guide is now in preparation, with distribution scheduled for early in January.

The Association has enjoyed a fine increase in membership during the year.



DALLAS HEATERS for the national market are pictured coming off the assembly line at the Dearborn Stove Company, bottom. At top, huge highway bridge girder, fabricated by Mosher Steel Company, leaves the Dallas plant to become part of the assembly to span the Little River in Milam County.



FOREIGN TRADE

by Roy Jenkins

Manager, Foreign
Trade Department



ES! Foreign trade in Dallas is here to stay.

Strongly reflected in the accounts of some of Dallas' leading manufacturers and wholesalers for many years past, the principal item being clothing, this clearly recognizable foreign trade trend is becoming more marked with every day that passes. It is making itself evident to the manager of the Foreign Trade Department of the Dallas Chamber of Commerce through correspondence and translations handled and in the direct personal contacts with both Mexican buyers and Dallas merchants alike in their solicitation of advice on export regulations, documentation, and other export problems.

Significant in this trend is the increasing demand in the Dallas market for the type of merchandise heretofore fabricated in the North and East but which is now flowing more and more from factories being established at Dallas to enjoy the advantages of excellent distribution facilities, great purchasing power, and the proximity of a highly potential Latin American market.

This preference for Dallas being shown by our neighbor to the South can be cultivated to such an extent that Dallas could become the "buy-word" for all the Latin American republics. Visitors from the United States, for example, spent seventy-one million tourist dollars in Mexico in 1943, about \$3.25 for every Mexican or about 8 per cent of the per capita national income of Mexico. In 1939, U. S. travelers spent \$9,000,000 in Cuba or about \$3 for every Cuban. Tourist dollars are well scattered and, in the post-war world with greatly improved, cheaper, and more convenient transportation, will help to increase the purchasing power of and to raise the standard of living in Mexico. Too, shortly after the inauguration of Miguel Aleman as president of the Republic

LIVELY TRADE with Latin America for Dallas is foreseen by Gustavo Ortiz Hernan, center, consul general for Mexico at San Antonio, pictured during a Dallas visit with George Pierce, left, president of the Dallas Manufacturers' and Wholesalers' Association, and Bradford S. Gibson, district sales manager at Dallas for American Airlines.



ROY JENKINS

of Mexico, one of the major projects of his administration—the U. S. tourist program—is expected to be launched.

Although the foreign trade program planned for this year has suffered somewhat from adverse effects of strikes, retarded reconversion, scarcity of materials, and strict Government controls, the Foreign Trade Department of the Dallas Chamber of Commerce even under such conditions is able definitely to sense a growing commercial interest in other foreign countries on the part of industrial Dallas. Many of the inquiries received daily from distant lands are from persons with whom the Department has had no previous correspondence.

While many phases of the Department's contemplated program for more vigorous development of foreign trade have had to be shelved temporarily, it is planned that a broad program be undertaken when practicable. A review of export conditions indicates the necessity for preparing now for planned and coordinated action by the Foreign Trade Committee for the year 1947 in order that Dallas might profit from a heritage of export sales which can be developed beyond our wildest dreams. The initial steps should be taken now while Dallas' potential competitors elsewhere are satisfied with meeting domestic demands, which will be met sooner than expected by the great number of large industrial firms whose great capacity for production during the stress of war produced miracles in such a short time.

By September, 1945, as more and more commodities became available for civilian use, about 75 per cent of the products formerly subject to export license in the United States had been decontrolled. As such products were freed of control, they were listed from time to time in the supplements to the "Positive Lists" of the classes of goods still subject to individual license or specific allocation. Subtractions from and additions to this list are being made from time to time, of course, to achieve two broad objectives: (1) To assure that the domestic market has its fair share of the supply of goods still short, and (2) to assure a fair share of goods

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MEMBERSHIP

by Hugh Sawyer

Manager, Membership Department



IN the swirling wake of reconversion, the year 1946 has been a turbulent one, with vexing problems both for business and consumers.

No greater compliment can be bestowed upon the American businessman than that to be found in the fact that, in spite of the deluge of mistakes and the vacillating policies of political leaders, business has been able generally to report a profitable year. Let us hope that in the "post-post-war year"—1947—business will be given a fair chance to prove again that it can inspire the world with its peace-time accomplishments as it did so magnificently in the war years.

The Membership Department of the Dallas Chamber of Commerce is happy to report a year of unusual accomplishments. Under the leadership of your able membership chairman, James K. Wilson, the year's results might best be described in the parlance of the sales manager—a "wow." A total of 735 new paid-for memberships has been obtained for the year to date, with prospects good for adding another 100 by January 1. This total will far exceed the number of mem-



HONOR WORKERS in the recent membership recruiting effort of the Dallas Chamber of Commerce, pictured with Chairman James K. Wilson of the Membership Committee (third from left), included, left to right, Guy L. Goldstandt, Ken Meserve, Herbert Holcomb, Tom Bond, and Gordon Durden. Others not present when the photograph was made included R. Barney Shields, Louis Charninsky, Max Wallace, Albert Blavins, and Bob Denison. The leaders, each of whom obtained ten or more new memberships, were presented with appropriately inscribed leather wallets.

berships obtained during any previous year in the history of the Dallas Chamber of Commerce.

The Department's work got under way early this year with a short, successful membership campaign. From that time on into September that intrepid group of sales executives, known as the Lasso Club, were on the job as ambassadors of good will for your Chamber of Commerce, getting more people sold on the Chamber, to provide more progress-creating dollars for Dallas. With the help of the Lasso Club members and many additional good workers recruited, a ten-day intensive membership campaign was conducted in September. Through the efforts of these interested, active, and hard working campaigners, the drive produced 235 new paid memberships.

One significant fact which developed during the year's membership effort is the growing regard for the Dallas Chamber on the part of our older members, who have been investing in the program of the Chamber for a long time. A mail campaign for increased subscriptions was conducted among them in the early part of the year. Their high esteem for the Chamber and the strong support that springs from it were evidenced by the exceptionally high percentage of returns. About 70 per cent of those contacted responded with increased subscriptions.

The Lasso Club has held a good will breakfast practically every month during the year. At these meetings, many new Chamber members and businessmen new in Dallas were special guests. Each was introduced by a Lasso Club member and welcomed to Dallas or to the Chamber membership. This part of the Lasso Club's program has proved to be a very popular public relations activity, evidenced by the favorable reaction of our members and many complimentary letters received from guests.

Personally, I am proud of this year's accomplishments and want to thank the hundreds of busy men who have been so persistent, consistent, and determined in their efforts to make it a record year. We have a big job cut out for next year and it must be done. Elation over prospects of a promising future for Dallas will not make these prospects an accomplished fact. Progress in Dallas did not just happen but is the reward of the far-reaching aspirations of the best minds and hearts of the community activated by wise and fearless leadership.

The objective of your Membership Department during the coming year will be organized planning, continuity of action, and united follow-through in an effort to have more business and especially professional people realize that it is their responsibility to share in the underwriting of the progress they profit by. Dallas has the brain-power and dollars, once they are fully recruited and made effective.

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HUGH SAWYER

TRANSPORTATION

by Sam Goodstein

Manager, Transportation Department

SIGNIFICANT in a review of what has happened in the field of transportation in 1946 is the fact that, although the 1945 historic decision of the Interstate Commerce Commission called for sweeping changes with regard to class rate and uniform classification, the old order of things continues to prevail.

It will be recalled that the ICC ordered into effect an uniform classification to replace the three now in force, also an uniform scale of class rates throughout that portion of the United States east of the Rocky Mountains and a temporary interim adjustment authorizing a reduction of 10 per cent in the existing interstate class rates in the Southwest and an increase of 10 per cent in the class rates on movements wholly within the Official Territory subject to the existing classifications.

This interim adjustment was to have become effective January 1, 1946, unless further extended, but an appeal from the interim order was taken by the State of New York, joined by a group of northern and eastern states with regard to the increases ordered in the Official Territory. Western railroads were permitted to intervene in the Federal Court at Utica, N. Y., in the appeal of those states opposing the reduction ordered in Western class rates. The Utica court granted a temporary injunction, and in its final decision, although holding that the Interstate Commerce Commission acted on sufficient evidence, ruled that there would be less damage done by continuing the injunction in force than by dissolving it. The

court, therefore, continued the injunction in effect until such time as the Supreme Court of the United States might act on the appeal that the Utica court was assured would be taken. The ICC asked the Supreme Court to dissolve the Utica injunction but the court refused to do so. Thus, rates in effect pre-

FOR TESTS of radio communication made last month by the Texas & Pacific Railway, President W. G. Vollmer of the railroad took a turn at the microphone in the cab of a locomotive, left. Dallas Union Station is pictured at bottom.



TO KEEP POSTED on freight rates, rules, and regulations, Sam Goodstein, right, manager of the Transportation Department of the Dallas Chamber of Commerce, and Floyd E. Rice, chief clerk, have at their finger-tips a voluminous file of data.

vious to the ICC's far-reaching decision, plus a 6 per cent revision allowed in a later decision of the commission, are still in force.

Supervision of the work of the Transportation Department is in the hands of the Transportation Committee, whose membership comprises traffic managers of Dallas industries, a representative of the Post Office Department, and attorneys specializing in traffic and transportation matters. This Committee held twelve meetings during the fiscal year, analyzing all traffic, transportation, and legislative matters called to its attention, making such recommendations as members considered best for our community.

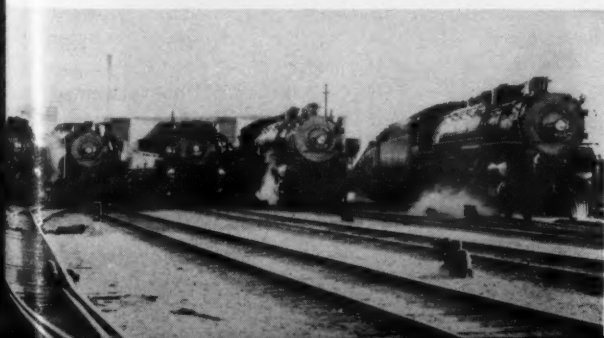
During the year the Transportation Department answered 4,417 telephone calls, and quoted 6,741 rates by mail and 1,461 by telephone. In order to maintain the efficiency of the Department and keep up to date with respect to rates, rules, and regulations, a total of 17,306 supplements and loose leaf pages thereto were received and filed. Routings totaling 154 were furnished for individual movements on request. A total of 14,673 pieces of mail was sent out by the Department, 794 inquiries for information other than rates were handled in response to telephone requests, and 855 visitors who called in person at the Transportation Department offices were served.

So that Dallas industries might keep informed regarding proposed rate changes, rules and regulations as well as transit matters, the Department advised the various interests affected of the proposals, and also notified interested parties of dispositions made by various carrier agencies of proposals affecting merchandise handled by the firms. A total of 17,839 such communications was mailed out.

Included among matters handled by the Transportation Department before various transportation bureaus and regulatory groups have been the following:

1. Opposed reduction in rates on vinegar and mixed carloads of canned goods because rates were considered unreasonably low for long hauls and reductions would be detrimental to local interests.

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WASHINGTON OFFICE

by Dale Miller
Washington Representative



THE Washington Office of the Dallas Chamber of Commerce found 1946 a year replete with highly diversified activity and complex problems, as our political system and national economy struggled through the perplexing difficulties of the first year of transition from war to peace. A close liaison was maintained between Dallas business and civic interests and the extensive bureaus and departments of the Federal Government; political and economic trends were studied and reported; the westward surge of industrial decentralization was orientated into the economic future of Dallas; and the Chamber's Washington Office otherwise undertook to contribute its bit in keeping "Big D" abreast of the changing times.

Results can be reported in spheres of governmental activity and also in relations with the business world of private enterprise. In a year, for instance, which saw the comprehensive Trinity River program gain its strongest impetus through the appropriation of nearly \$3,000,000 in Federal funds to commence its actual construction, many other problems of varying degrees of importance—some of long-range significance and others of transitory day-by-day prosaicness—were confronted during this stimulating twelve-month period. A detailed account of all activities is precluded by space limitations, but a few random highlights can be briefly reported.

Among the many bureaus and departments of the Federal Government conspicuously identified with post-war problems, for instance, was War Assets Administration, and the Wash-

IN NEW WAR DEPARTMENT building in Washington, D. C., Dale Miller, left, learns about recent developments in Trinity River program from Colonel P. A. Feringa, director of civil works of the Corps of Engineers, who is shown pointing out where the Trinity enters Galveston Bay.



ington Office of the Chamber worked with officials of that agency in a number of matters of importance to Dallas. The disposition and effective utilization of war factories, acquisition of surplus property, and other problems within the purview of that agency arose repeatedly during the year. Contacts were maintained with that bureau, and with others such as the Reconstruction Finance Corporation and the War and Navy Departments, in determining the productive use during the post-war period of war plants in the Dallas area; and particularly with the RFC were negotiations undergone to develop a system of multiple tenancy of large Government-owned plants pending their disposal to private industry.

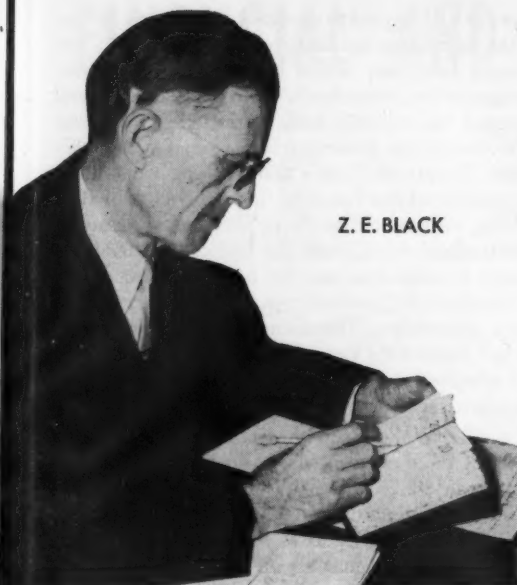
Other Dallas-related problems produced diversified relations with many other Government departments. Appearances were made before examiners of the Civil Aeronautics Board to urge the extension of existing air service to Dallas and the installation of new routes. Contacts were maintained with the Veterans' Administration in connection with problems involving that agency's Branch and Regional Offices in Dallas and the large Veterans' Administration Hospital soon to be constructed adjacent to the site for permanent buildings of Southwestern Medical College. Discussions were held with Public Buildings Administration officials relative to the eventual construction of one or more new Federal buildings in Dallas. Frequent conferences were held with Office of Price Administration heads on the readjustment of price ceilings in which Dallas manufacturers were interested.

Other departmental activities involved frequent contact with officials of the Civilian Production Administration regarding priorities for buildings materials and other matters, with the Civil Service Commission on problems affecting the district office in Dallas, with the Postoffice Department on questions involving mailing rates for Dallas business publications, with the Navy Department in determining the post-war status of the Dallas Naval Air Station, with the Bureau of Reclamation and the Corps of Engineers on broad problems of soil conservation and flood control in the Dallas area. Agencies such as the Bureau of Mines, the Soil Conservation Service, and a number of others were often contacted on matters of importance to Dallas and its trade territory. And the year likewise saw the completion of a comprehensive survey undertaken by the U. S. Geological Survey of the mineral resources of the Trinity valley.

Cooperation was extended by the Washington Office of the Dallas Chamber to other communities and rural areas on problems important to the Dallas trade territory, these activities running the heterogeneous gamut from flood control projects in North and West Texas to the acquisition of tomato sheeting for East Texas growers. Cooperation was also extended to the Dallas Junior Chamber of Commerce in promotional activities, such as the presentation of the first State Fair of Texas key to President Truman, and in the current effort to work with the State Department in the development of worldwide participation in the forthcoming Junior Chamber International Congress in Dallas. Attesting further to the diversified character of the year's activities was the cooperation extended leading railroads in the important development of through railroad service from New York and Washington to Dallas and the Southwest.

In the legislative field, 1946 proved no less variegated on Capitol Hill. The community property issue, perennially important to Dallas and Texas, remained relatively quiescent during the year, due to the fact that the comprehensive post-war tax revision bill anticipated for this year was deferred

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Z. E. BLACK

CONVENTIONS



by Z. E. Black
Manager, Convention Department

DALLAS has set a new high mark as a convention host during 1946, with more than 1,300 meetings, sales sessions, cooperative marketing periods, and similar events having been recorded. These gatherings brought approximately 227,000 visitors to the city. On the basis of a nationally recognized formula for computing their expenditures, Dallas' convention delegates this year have spent some \$7,000,000 during their stay in the city.

The total does not include the large number of out-of-town visitors who helped to give the State Fair of Texas a record-breaking attendance of 1,639,986 for its first post-war exposition. Nor does it include visitors in Dallas for the Cotton Bowl and other football games, the Metropolitan Opera season, and the summer "Opera Under the Stars" at Fair Park, which attracted an attendance from a wide area surrounding Dallas.

Dallas' convention schedule in the first full year since elimination of travel restrictions imposed as a war-time measure has included eleven national or international meetings, those of the National Council of Jewish Women, Natural Gasoline Association of America, National Association of Goodwill Industries, American Planning & Civic Association, Insurance Accounting & Statistical Association, Venetian Blind Association of America, O. I. C. Swine Breeders Association of America, American Institute of Decorators, U. S. Hockey League, Friends of the Land, and International Hematology and RH Convention.

The market center of the Southwest, Dallas numbered among its visitors many buyers attending the various coop-

erative marketing events. These include the quarterly markets of the American Fashion Association and the Dallas Manufacturers' & Wholesalers' Association, three-a-year shows of the Southwest Men's Apparel Association, the semi-annual Allied and Dallas Gift Shows, and the semi-annual shows of the Southwestern Shoe Travelers' Association.

So heavy was the influx of visitors for the State Fair of Texas that the Dallas Chamber of Commerce for the first time operated a housing bureau at one of the hotels both day and night. Throughout the year during periods of heavy congestion of visitors, the Chamber has also operated a housing bureau under the direction of a staff member, to whom the various hotels refer visitors unable to obtain rooms for the night. This bureau checks all hotels and many tourist courts for vacancies, and also has a list of desirable rooms in homes for rent for temporary occupancy.

The Convention Department has kept in close touch with the hotel situation, assisting convening groups in choosing dates at times of minimum hotel congestion. The Convention Department has also assisted a number of conventions with regard to publicity, registration, advice on program features, housing, and the like.

The Department has confined its contact with larger national and regional groups chiefly toward keeping them informed regarding the many advantages of Dallas as their convention city when hotel conditions are nearer normal.

Advance bookings indicate that the year 1947 will equal 1946 in the number of conventions and similar events. In addition to many state conventions, trade shows, sales sessions, and other meetings already scheduled, the following national or international organizations have already been definitely booked for conventions in Dallas in 1947: International Junior Chamber of Commerce, American Association of University Women, American Railway Development Association, Civil Service Association of the United States and Canada, Association of Insurance General Agents, School Food Service Association, American Bantam Association, Natural Gasoline Association of America, and A. A. S. R. Supreme Council 33rd Masonic Jurisdiction 2 (Negro).

To be held in the South for the first time, the Woman's International Bowling Congress is scheduled for Dallas in the spring of 1948. Although total attendance at the Congress will likely reach 15,000, the tournament will extend over a month, so that hotel congestion will not be great at any one time.

CROWDS like this one accounted for a total expenditure of some \$7,000,000 during their visiting periods in Dallas in 1946.





R. C. DOLBIN

RETAILING



by **R. C. Dolbin**
Manager, Retail Department

THE Dallas Retail Merchants' Association—the retail merchants' division of the Dallas Chamber of Commerce—has in the year 1946 carried forward a very active and progressive program. Retail business in Dallas this year has shown a very substantial increase over the volume of 1945, giving retailers the greatest business year in their history, and the retail division has been a great contributing factor in every phase of Dallas' progress during 1946.

This year the Dallas Retail Merchants' Association has sponsored a school in retailing, with some 350 employees from the retail stores enrolled for the course of ten sessions, which presented all phases of retail store operation: Buying, merchandising, selling, sales promotion, control, operating procedures, and personnel administration. This activity proved to be one of the most effective educational programs ever conducted by the Dallas retailers for the benefit of their employees.

The retailers have also cooperated with the Dallas public schools in conducting a retail apprentice course at N. R. Crozier Technical High School. This fall the retail merchants, through the distributive education division of the Dallas Public Evening Schools, instituted classes for the training of new and prospective employees for Christmas holiday selling. This program proved to be very successful in teaching inexperienced persons the fundamentals of salesmanship.

The Retail Merchants' Association continued its returned goods bureau to further its educational work among consumers, with the object of lowering the economic losses resulting from returned merchandise and thereby lowering the ultimate cost of merchandise to consumers.

Our Association has worked in close cooperation throughout the year with the Citizens' Traffic Commission and the

police department with regard to downtown traffic conditions, which affect the merchants and shoppers alike. Especially has our organization been very active in helping the Citizens' Traffic Commission in its successful efforts to have several streets designated for one-way traffic, a step that has been resultful in facilitating the movement of downtown traffic. We established the Downtown Traffic and Parking Committee, headed by a member of our board of directors—Robert Ross—and including representatives from the Dallas Manufacturers' & Wholesalers' Association, the Citizens' Council, the Citizens' Traffic Commission, and the board of directors of the Dallas Chamber of Commerce, in addition to members from our own Association. This committee is working very closely with the Dallas City Council and is making an extensive study of off-street parking, one of the big problems in the downtown business area.

This year the Retail Merchants' Association also sponsored the decorating of the downtown streets for the State Fair of Texas and took an active part in promoting Dallas County Day and other special days. The retailers also assisted in the promotion of the Starlight Operetta season during the summer at Fair Park under the auspices of the State Fair Association.

The Association has worked in close cooperation with the Better Business Bureau to help keep business operations and advertising on a high plane, thus promoting the retail market. There has also been a large number of smaller civic activities, in which the Association has participated; such as, Navy Day and Army Day observances, Army recruiting programs, and Red Cross and Community Chest campaigns. The retailers have always been willing to cooperate and assist in any promotion in the interest of local civic and national affairs.

Our Association has shown a substantial increase in membership in the past year, which is decidedly a good indication that we are making a healthy growth and that the merchants of Dallas are becoming more and more interested in the activities and services rendered by the retail merchants' division of the Dallas Chamber of Commerce.

CHRISTMAS SHOPPING at Sanger Brothers.



FINANCIAL AND GENERAL



by **Sam Tobolowsky**

Business Manager

Mrs. Velma Boswell

Cashier



MRS. VELMA BOSWELL

Is your financial department disturbed by what rising costs are doing to the budget that you made at the beginning of your fiscal or calendar year?

Is your purchasing department encountering trouble with shortages and the purchase of items at prices that your budget will permit you to spend?

Do unforeseen necessary expenditures crop up that play havoc with your budget?

All of these are problems that must also be faced and solved correctly by the financial department of every well operated Chamber of Commerce.

At the end of each year the Financial Department of the Dallas Chamber of Commerce prepares a budget for the following calendar year. It must look into the future; try to analyze conditions for the next twelve months, taking into consideration anticipated income during that

period; and prepare a budget that will reflect those conditions and be acceptable to the Financial Committee of the Chamber. In previous years the budget submitted has been approved with only minor changes and the Chamber has in practically every year operated within the budgetary figures.

In procurement of supplies, printing, and the like, every purchase has been made from a Chamber member, where possible. In the case of more than one member comprising a classification, it has been the policy to prorate purchases among them based on the amounts of their subscriptions, quality and price being equal. We know that some members feel that they have been slighted but they have probably overestimated the amount of our requirements.

The problems incident to operating a business under present conditions have made it necessary that financial statements reflect the detailed operations of the Chamber in such a manner that the officers, directors, and members of the financial committee will be able to make the most of the limited time they have to devote to the Chamber's affairs. These monthly statements contain balance sheets, operating statements of the Chamber and of DALLAS magazine, breakdowns of monthly and cumulative expenditures by departments, and comparisons with the budget. Any deviation of consequence from the budget is clearly shown and may be investigated. Departmental expenditures are usually in line with the budget but difficulty is encountered in unforeseen special expenses which cannot be anticipated when the budget is made and approved but are necessary to the Chamber's operations.

Operations for 1946 will compare favorably with those of previous years. Revenue has increased substantially over that of 1945 but expenditures have also increased. The Chamber of Commerce

Building has been painted and fluorescent lighting has been installed throughout. A new addressograph, a new graphotype, and a folding machine have been purchased, replacing equipment that had been in operation for approximately twenty years. The building exterior has been steam cleaned. All of these improvements have received favorable reaction from visitors to the building whose comment is that the Dallas Chamber of Commerce is the only one that they have visited that is not housed in a dingy building. All of these unusual items have been paid for and no indebtedness is outstanding. The regular monthly bills have been paid promptly each month, with applicable discounts having been taken.

This Department handles the billing and collection of all membership dues and also the accounts of our monthly magazine, DALLAS. In 1945 there were 1,396 single memberships (141 being industrial expansion) and 638 budget subscribers (10 being industrial expansion). This year we have 1,828 single memberships (121 being industrial expansion) and 824 budget subscribers (13 being industrial expansion). This net increase of 432 single memberships and 186 budget subscribers reflects the outstanding work of the Membership Department and committees and the assistance given by this Department in securing 243 subscription increases during the year amounting to in excess of \$11,000.

Dues are payable quarterly, semi-annually, or annually, and practically all of our members have paid their dues promptly as agreed. The amount of delinquent dues is small and the charge off

SAM TOBOLOWSKY



INFORMATION

by Miss Jay Little

Manager, Information Department



MISS JAY LITTLE

ALTHOUGH last year was a busy one for the Information Department of the Dallas Chamber of Commerce, inquiries handled by the Department during 1946 have trebled those of 1945.

In providing an indispensable service for Dallas citizens, newcomers, and visitors alike, the Department has responded to many thousands of requests for infor-

mation of all kinds. The heavy volume of inquiries has included some 15,230 by telephone and 21,525 by letter.

In response to these inquiries, the Department has supplied much general information about Dallas as well as travel data. Providing highway information is a major service which includes map routing to various points in the United States

will be within the amount of the reserve.

Any business employing eight or more employees is familiar with the multitude of details required in furnishing Social Security, State and Federal Unemployment and Withholding Tax returns. All of this work is done in this Department together with that in connection with salary deductions for savings bonds and for group insurance.

During the year special funds were raised for specific purposes. Detailed information incident to the handling of these funds was kept in this Department and reports covering the special funds were furnished to the committees handling them.

This Department is the business office for our monthly publication, DALLAS. Advertising for 1946 will run approximately twice as much as in 1945. The charge off from this billing will be negligible and the magazine should make expenses for the year, furnishing the Chamber a contact with its membership at no cost to the Chamber, as a well operated publication should.

During the year the Department handled reservations for eighteen luncheons and dinners and reservations for approximately 400 meetings in our Board

and Committee rooms.

The year 1946 has been a busy one for every department of the Chamber. This has meant that the Financial and General Department, composed of the office, mailing, and PBX divisions, has been especially busy. Accounts payable and accounts receivable increased with increased activities and increased membership. The mailing section handled 84,326 pieces of incoming mail and 419,137 pieces of outgoing mail, printed 912,975 mailing pieces in the department, and spent \$8,500.05 for postage through the meter.

The PBX operators handle 10 trunk lines and 36 stations servicing the various departments of the Chamber and affiliated organizations located in the Chamber of Commerce Building. The number of calls became so heavy during the year it was necessary to have three of the organizations disconnected from the switchboard for direct lines. No record has been kept of the number of incoming and outgoing calls but the PBX operators estimate that these numbered considerably in excess of a half million calls, many of which were calls for information that were satisfactorily handled by the operators without reference to the Information Department.

and Mexico. The large number of requests for travel information gives evidence that 1946 has been a period of one of the greatest tourist movements in history. The return of peace-time conditions apparently prompted most every one to take a vacation this year, and the flow of inquiries into the Information Department indicates that no vacation spot in the United States, Mexico, and Canada was left unfrequented by tourists.

Letter requests for facts about Dallas have come from all of the 48 states and many foreign countries. In numerous instances, the letters have required considerable research work on the part of the Department manager to supply the data sought. Every effort is made to give the inquirer a prompt reply, as in the case of the following request by letter:

"Even though I'm a Damnyankee, I am eager to correct my error. Please send me the names of two or three of your leading employment agencies, in order that I may get down there and take out my first papers."

As a public service, the Department is equipped to supply the names and addresses of officers and meeting dates of various Dallas luncheon clubs and other organizations, and maintains an up-to-date calendar of all major community events, an accommodation for helping groups to avoid conflicting meeting schedules.

The Department also distributes maps and various leaflets giving detailed information about Dallas.

ADVERTISING



JUST as any modern business advertises its goods and services, so must a progressive city publicize its attractions and advantages.

Dallas has been the first city in the Southwest to make any extensive use of this important merchandising tool.

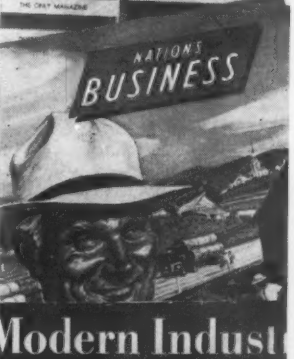
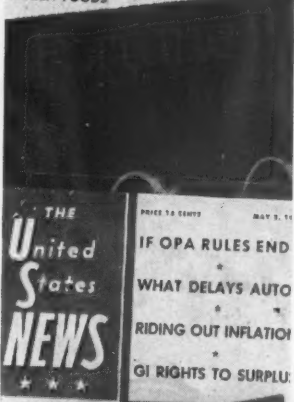
Launched in the March 18 issue of "Time," Dallas' post-war advertising program in national magazines and big city newspapers of the East and Middle West has departed sharply from the usual pattern of city advertising for industrial development.

Keynoting the theme, "Dallas Southwest \$13,000,000,000 Fortified Market," the campaign of the Dallas Chamber of Commerce has been unique in making the regional approach of selling the Dallas Southwest—the region—and not merely the city, its service center.

Opening full-page advertisement, which appeared also in "Business Week," "United States News," "Sales Management," and "Modern Industry," said nothing, for example, about the advantages of Dallas over Fort Worth or Houston, or about the advantages of Texas over neighboring states of the Southwest. The ad sought rather to drive home to industrialists over the nation the economic benefits available in the entire Southwest and spotlighted the Southwest as the "most rapidly developing agricultural and industrial region of the nation—a market of 17 million consumers, with \$13 billions spendable income annually." The advertisement described the Southwest's diversification, emphasized its almost depression-proof economy.

Four other advertisements followed in the series, appearing in the mediums already listed and several others, including "Nation's Business," "Fortune," and "Manufacturers' Record."

The series has been productive not only



of direct returns from the industrial leaders to whom it was primarily slanted but of much good will for the City of Dallas and the Dallas Chamber of Commerce from communities throughout the Southwest which have been generous with their expressions of appreciation for the regional approach. Illustrative of the sentiments of these communities are the comments editorially of the "Haskell Free Press," whose editor wrote: "Any reader of 'Time' magazine who saw the full-page advertisement of the Dallas Chamber of Commerce in the issue of March 18 must have been impressed by the liveliness of Dallas businessmen . . . Every good Texan must admire the Dallas Chamber of Commerce for the spirit of co-operation that is evident, for the unselfish attitude in showing advantages of all the Southwest and for promoting good will. By just such actions, Dallas has become, in the eyes of many citizens, Texas' first city."

Supplementing the advertising in the national magazines and adding to the uniqueness of the campaign has been the spot news type of newspaper advertising which has appeared in the "New York Times," "New York Herald Tribune," "Wall Street Journal," "Chicago Journal of Commerce," "Washington Post," and the "Wichita Beacon." Newspaper space has been used when it could be timed to tie in with important news developments as a "bombshell" type of fill-in between the magazine ads.

Probably the most spectacular of the Dallas Chamber's advertising projects, and certainly one of the most effective in its advertising program of the year, was the now famous "natural gas ad," which appeared in a rapid fire campaign when the first of the two 1946 coal strikes was the nation's top news story last May.

At a time when the coal shortage was mirroring industries and transport of the East and Middle West, the Dallas Chamber of Commerce took full advantage of the psychological moment to tell to the nation the story of the Southwest's good fortune in having a substitute for coal. By rapid preparation of copy, layout, and engraving, the Chamber was able to meet a "New York Times" deadline assuring publication of the ad at the peak of the news interest in the coal situation.

The initial advertisement in this special newspaper promotion—a full-page in the May 11 issue of the "New York Times"—was followed with similar full-page ads in the May 12 issue of the "Washington Post" and the May 14 issue of the "New York Herald Tribune," and half-pages in the May 14 issues of the "Wall Street Journal" and the "Chicago Journal of Commerce."

Captioned, "By the grace of God, geography and lots of natural gas," the ad re-

mindful American industry of the Dallas Southwest's vast natural gas and oil resources for fuel and power, emphasized other advantages for industry, and likewise followed the current policy of the Dallas Chamber of Commerce in making a regional approach in copy theme. Reaction to the "natural gas ad" was instantaneous and extremely good, producing not only direct results in the form of numerous inquiries for the Chamber's industrial book, "The Dallas Southwest," but much publicity in the nature of news stories and editorial comment in national magazines and newspapers.

The Chamber made another departure from conventional patterns by sponsoring the so-called "Dallas package" in the 1946 Survey of Buying Power of "Sales Management." This consisted of a series of advertisements telling the story of Dallas' industrial advantages, in which the Dallas Chamber was joined by the First National Bank, Republic National Bank, Mercantile National Bank, Dallas Power & Light Company, "Dallas Morning News," and "Dallas Times Herald." The full-page ads were grouped together, with two of the Dallas Chamber opening and closing the series, each telling a specific phase of the Dallas story. The "package" idea so appealed to the editors and advertising officials of "Sales Management" that, while agreeing that having been developed by Dallas it should be Dallas' plan exclusively in the 1946 buying power issue, they had reprints of the sec-

tion run off for the use of their advertising salesmen in offering the idea to other cities for the 1947 publication.

Industrial executives who locate factories and distribution facilities are subject to the same influences as any other prospective customers. Because of this, the Dallas Chamber of Commerce is finding that sustained industrial advertising is highly effective, as it seeks to capitalize on current opportunities for sound, desirable industrial growth. Advertising prepares industrial executives for the specific selling job which the Chamber of Commerce does in personal discussion, correspondence, and special briefs prepared for industrial prospects. By being confronted with a Dallas ad when he turns to his favorite news or business magazine, the industrialist becomes conscious of Dallas' aggressiveness. With his wife, his banker, his attorney, his shop superintendent also reading Dallas ads in their magazines or newspapers, the odds are good that they will make comments which will influence the executive.

The Chamber's advertising campaign has been financed largely by a gift of \$35,000 made to the Chamber by the North American Foundation at Dallas, Inc., for the purpose of expanding industrial employment in Dallas County.

Details of the advertising program have been handled by the Publicity Department, in collaboration with the Industrial Department, with the Herbert Rogers Company serving as the agency.

On the Distaff Side

Members of the secretarial staff of Dallas Chamber of Commerce are pictured on the opposite page:

Top row, left to right—Mrs. Juanita Reid, PBX board operator; Miss Margaret Klein, Publicity Department; and Miss Lorene McKeage, Membership Department.

Second row, left to right—Mrs. Margaret Mann, manager of the Mailing Department; Mrs. Sue Terry, Industrial Department; Mrs. Pauline Foster, assistant cashier; and Mrs. Berta Mae Pollock, Industrial Department.

Bottom row, left to right—Mrs. Mildred Bailey, Mailing Department; Mrs. Ethel Kleinman, secretary to the general manager; Miss Frances White, Retail, Convention, and Highway Departments; and Mrs. M. M. McClean, Manufacturers' and Wholesalers' Department.

Washington Office

(Continued from Page 48)

to 1947; but taxation trends and programs were watched closely and reported to appropriate Dallas Chamber of Commerce committees. Moreover, in monthly articles in DALLAS and in periodic reports to Dallas business and civic leaders, the Chamber's Washington Office sought to keep its alert Dallas constituency informed on the progress of many bills affecting price control, labor legislation, transportation problems, and the political and economic picture generally.

Of primary importance to Dallas was probably the legislation enacted by Congress which guaranteed the actual start of construction on the far-reaching Trinity River program. Previous authorization bills were implemented by specific appropriations totaling nearly \$3,000,000 for the Trinity. The Civil Functions Appropriations Bill allocated \$1,490,000 to the Trinity, \$1,040,000 of this sum being earmarked for advance planning and \$450,000 for the start of construction of Benbrook Reservoir, one of at least five new lakes which will semi-circle Dallas and Fort Worth. The Agriculture Department Appropriations Bill appropriated an additional \$1,452,000 for soil conservation and flood control in the Trinity basin, this appropriation being by far the largest of such items in the bill. Of this total, \$923,628 represented new appropriations for the fiscal year, and \$528,416 represented the allocation of reserve funds by the Department of Agriculture. More-

over, the omnibus Rivers and Harbors Bill of 1946 had two provisions affecting the Trinity, one improving the course of the authorized channel of the Trinity as it meets Galveston Bay, and the other permitting the construction of Lavon Reservoir for conservation as well as for flood control purposes, thus insuring the creation of a large lake Northeast of Dallas. It is doubtful that any year in the long and inspiring history of the Trinity program was more important, from the legislative standpoint, than 1946.

Not all of the activity of the Chamber's Washington office was confined to Washington, nor was it all confined to relations with the executive and legislative branches of the Government. Trips were made to New York and other centers, in correlation with the aggressive program of the Chamber's Industrial Department, to develop contacts with many industries, large and small, which are now establishing, or will eventually establish, branch factories or offices in Dallas and its surrounding territory. The Washington Office likewise worked closely with the Chamber's Publicity Department in disseminating useful information on Dallas' industrial growth and impressive economic prospects.

Too numerous to enumerate, of course, were the many personal services rendered Dallas businessmen by the Washington Office of the Chamber of Commerce, such as procuring information, routing applications of various kinds through Government channels, arranging appointments, and other services of diversified character.





PUBLICITY

by Clifton Blackmon

Manager, Publicity Department

INTEGRATED into the overall efforts of the Dallas Chamber of Commerce for consolidating and expanding Dallas' war-time gains has been the broad program carried forward during 1946 by the Publicity Department, likewise slanted toward the objective of promoting Dallas as a city of opportunity for new businesses, for industrial expansions, and for the professions.

With attention being given to the development of both national and local publicity, the Publicity Department has made use of every possible medium—newspaper, radio, national magazines, trade and company publications—to keep the Dallas story not only before the industrial and commercial world but before the public at large.

The Department has sought to take advantage of every opportunity to obtain constructive publicity for Dallas in the national field by providing stories or basic information for staff-written articles for publications of state, regional, and national circulation and for release by the wire press services. Special articles have also been prepared at the request of the editors. In many instances, photographs and engravings have been provided to illustrate the articles. Numerous photographs of Dallas and its institutions have been made available for covers of publications and booklets. Information about Dallas, its assets, its accomplishments, its advantages for industry, and its prospects for the future has been furnished advertising agencies, publicity departments of various firms, organizations, and the like for use in the preparation of advertisements, publicity releases, articles, radio programs, booklets, and folders. Special information has also been prepared for national and local radio programs.

Activity of the Publicity Department has been responsible for the appearance during 1946 of articles in such publications as the "Christian Science Monitor," "Saturday Evening Post," "Manufacturers' Record," "Chicago Journal of Commerce," "Financial World," "Journal of Commerce of New York," "Sales Management," "West Texas Today," "Air Transportation," "Advertising Age," "Venetian Blind News," "Printers' Ink," "Woman's Reporter," "American Legion Magazine," "Tide," "Time," "Editor and Publisher," "Blue Book of Southern Progress," "Business Week," "NACOS News," "News Week," "Western Radio News," "Texas Industry," "Texas Week," and many Texas newspapers.

The Department's efforts have also been productive of Dallas publicity in such company publications as "Braniff B-Liner," "Katy Magazine," "Continental Trailways News," "Squeel" of the Hormel Company, and "Criss Cross Currents" of the Mutual Benefit Health & Accident Association.

With respect to publicity in local mediums, the Publicity Department of the Dallas Chamber of Commerce has continued to enjoy excellent cooperation from Dallas newspapers, radio stations, and magazines. News of Chamber activities as well as other community projects with which the Chamber has been closely identified has been furnished to the "Dallas Times Herald," "Dallas Morning News," various trade and company magazines published in Dallas, radio stations WFAA, KRLD, WRR, and KSKY, and other information mediums.

Objective of this phase of the Publicity Department's program is to keep both the citizens of Dallas as well as the Chamber of Commerce membership informed regarding the Chamber's operations and its projects to further the building of a greater Dallas. Publicity efforts have resulted in the publication so far this year of 336 news stories about Chamber activities, 19 editorials commenting on the work of the Chamber, and 54 photographs. The stories and editorials represented more than 2,780 column inches of newspaper space. Hundreds more stories, photographs, and editorials have been published during the year regarding projects in which the Dallas Chamber is interested. Nearly 300 news stories with respect to Dallas Chamber activities have been published in other Texas newspapers this year, representing more than 1,500 column inches of newspaper space.

The Publicity Department has in many instances during the year assisted various organizations and individual companies in publicity matters, notably in the case of new concerns moving to Dallas. The Department's facilities have also been made available for the handling of publicity in connection with special projects correlated with the activities of the Dallas Chamber. For example, the Department not only prepared a special booklet for each of the towns included in the itinerary of the Annual Business Tour resumed this year but also handled newspaper publicity in connection with the good will trip, involving releases to newspapers along the route.

HIGHWAYS

by R. M. Clift

Manager, Highway Department



DESPITE material shortages and high labor costs which have greatly retarded road construction everywhere, several major projects in Dallas County were given impetus during 1946 by the coordinating efforts of the Highway Department of the Dallas Chamber of Commerce and its directing committee, headed by R. D. Suddarth.

Among these are three important separations now under contract by the State and Federal Governments, those at U. S. 67 and Loop 12 and the west end of the Commerce Street viaduct, and a third at Hall and Central, representing the initial contract on Central Boulevard.

In the interest of these various projects and others affecting nearby counties, representatives of the Highway Department and Committee appeared before the Texas Highway Commission six times during the year. Concrete asphalt topping has also been laid on U. S. 80 from the Tarrant County line to the Kaufman County line. Several contracts will be asked within the next 60 days on additional road projects, including one for construction work on U. S. 75 from the Holmes Street bridge to Hutchins.

The Highway Committee is cooperating with various committees throughout Dallas County and with the Commissioners' Court, through County Engineer R. H. Clinger, in the preparation of a coordinated master plan for county roads. This plan is about 50 per cent completed.

A new road from Dallas to Winnsboro is being sponsored by citizens along the proposed route. The project is receiving the assistance of the Highway Committee of the Dallas Chamber of Commerce, and we are now hopeful of success in the efforts being made for the construction of this new trafficway,



FIELD CIRCLE—meeting point of Northwest Highway, Harry Hines Boulevard, and Highway 183.

which would place many points much nearer Dallas, without the necessity for traversing either U. S. 67 or 80. The new road would give Dallas a direct outlet to Pittsburg, Daingerfield, and other points in that section by connections with existing highways.

Improvement both of State Highway 342 via Lancaster and Industrial Boulevard to Irving, whose maintenance has been assumed by the State Highway Department, is being sought by a standing committee. It is hoped that the extension of the new part of the latter road from Irving to State Highway 183 can be completed during the coming year.

Under the direction of Chairman Suddarth of the Highway Committee, aided by representatives of the Oak Cliff Chamber of Commerce, and other groups, a motorcade was recently sponsored to the Big Bend country of Texas and to Chihuahua, Mexico. Chambers of Commerce along U. S. 67 (the Big Bend Trail) participated, a total of 342 persons making the trip.

Assurance was given the Texas delegation by the Governor of Chihuahua that work on the extension of U. S. 67 from Presidio-Ojinaga to Chihuahua would get under way during the coming year. When this Mexican section is constructed, U. S. 67 will likely become one of the heaviest traveled highways entering Dallas.

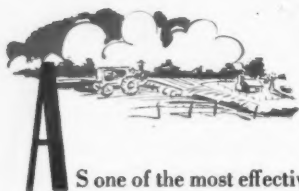
The manager of the Highway Department has held conferences during the year in his office with nearly 200 persons seeking information or assistance in highway matters. With various committees named by Chairman Suddarth, he has also met with committees of other counties to extend aid on highway projects in which Dallas is interested. These meetings were held at the request of the other counties and included conferences with Rockwall, Kaufman, Johnson, Denton, Collin, Tarrant, Hunt, and Bosque County groups.

The Highway Department has thus not merely concentrated on Dallas County projects but has followed a broader program to facilitate highway work beyond the territorial limits of the county. We need, and must have, good local trafficways, but we must also have them reach out if Dallas is to receive maximum benefits from the flow of commercial and tourist traffic to and through the city.

R. M. CLIFT



AGRICULTURE



AS one of the most effective agencies through which Dallas business interests cooperate with agricultural leaders in increasing farm production and income, the Agricultural and Livestock Committee of the Dallas Chamber of Commerce has completed a year crowded with outstanding accomplishments. As in 1945, soil conservation has been the No. 1 activity in a broad program.

With A. L. Ward as chairman of the subcommittee on attendance, a soil conservation meeting in April filled the Hotel Adolphus' Grand Ballroom with business men, bankers, farmers, garden club women, and others who gathered to hear a group of nationally famed officials of Friends of the Land, including Louis Bromfield, Dr. Jonathan Forman, E. J. Condon, Mrs. Luis J. Francke, and O. E. Fink.

Another highlight on saving the soil agenda was the terracing demonstration on the farm of B. B. Owen in the White Rock Creek watershed area in July. R. H. S. Henderson was chairman of the subcommittee in charge. How farmers can build terraces with their own equipment was demonstrated during the all-day program, with ten tractors of various types and disc plows being utilized. At the barbecue luncheon, with the Dallas Hardware and Implement Club as host, the land owners were told that the White Rock area was first broken with the plow in about 1860 and since that time an average of about one-fourth of the top soil has been washed away.

The Agricultural Committee also arranged for Paul H. Walser, State conservationist of the United States Soil Conservation Service, Temple, to speak before the Dallas Lions' Club. County Agent A. B. Jolley, chairman of the Committee's activities on farm operational problems, arranged for a soil conservation meeting on the farm of Frank Hamm, south of Lancaster, in August, which was also addressed by Mr. Walser. Many land owners present saw terraced fields, sodded outlets, and diversion ditches, which have been in operation many years. They learned how Mr. Hamm has doubled the yields of corn, small grains, and cotton since he started the use of modern soil building and conserving practices on his 650-acre farm.

During the visit of nine leading agriculturists and ranchmen from Guatemala in May, the Agricultural Committee was host at a breakfast honoring the visitors, with Mr. Ward presiding as chairman of the subcommittee in charge. The group, headed by Dr. E. J. Kyle, former dean of Texas A. & M. College and now U. S. ambassador to Guatemala, was on a tour of Texas and other states in search of improved cattle and improved seed for feed and grain crops. Members of the party, including several Government officials, were guests of Robert Burgher, Dallas consul for Guatemala, at a party at his home, and also were honored with a luncheon given by C. T. Johnson of the Agricultural Foundation of Sears, Roebuck & Company. They visited the State Fair and promised W. H. Hitzelberger, State Fair executive vice president and general manager, that they would undertake to arrange an

exhibit from their country for the State Fair, probably in 1947.

With only a few days' notice in which to make and carry out plans, Chairman E. C. English accepted for the Agricultural Committee the Herculean responsibility of preparing and handling a barbecue luncheon for some 25,000 boys and girls who attended Rural Youth Day, the opening day of the State Fair. The committee was fortunate in being able to obtain the services without charge of Carlton Lawler, manager of Dunton's Cafeteria, in overseeing the barbecuing of the beef and the cooking of the beans over pits prepared on the grounds, as well as supervising other details. Committee members most active in this work included Ben Cabell, Wiley Akins, Dr. W. G. Brock, Messrs. English, Ward, Jolley, and Henderson and nearly 100 members of the Junior Chamber of Commerce did yeoman work in serving the lunch and some 20 trainees from the Naval Air Station carved the meat. Funds for the barbecue were raised by a special committee of the Chamber.

Co-operation was given County Agent Jolley in connection with some of his important meetings such as the all-day turkey and poultry meeting in February and a huge Dallas County Dairy Day Show at Fair Park in May. The Committee was represented at a hearing at Denton conducted by the U. S. Engineers in April on flood control improvements on the main stem and tributaries of the Trinity. The Committee participated in the Field Day at the Denton Experiment Station in May and the open house in June at the Agricultural Research Station in the north part of Dallas County. The secretary of the Committee also served as secretary of the Dallas Agricultural Club. Personnel of the Agricultural and Livestock Committee follows:

E. C. English, chairman; Wiley Akins, vice chairman; E. D. Balcom, A. J. Biggio, Jr., T. L. Bradford, Jr., Frank A. Briggs, Dr. W. G. Brock, Eugene Butler, Ben E. Cabell, Jr., John W. Carpenter, R. B. George, R. H. S. Henderson, Wallace Jenkins, A. B. Jolley, H. L. Jennings, George B. Latham, Frank A. Leffingwell, Dr. C. L. Lundell, W. P. Luse, Bailey Malone, Roy McDonald, Dave Metzger, V. H. Schoffelmayer, J. D. Walton, A. L. Ward, and Z. E. Black, secretary.

CROP RESEARCH is among major projects of Agricultural and Livestock Committee of Dallas Chamber of Commerce, including aid to Texas State Research Foundation, whose director, Dr. C. L. Lundell, left, is pictured with A. B. Jolley, Dallas County agent, testing the elasticity of chile, source of chile and rubber.



Industrial

(Continued from Page 43)

for the development of the smaller communities of the county as well as for the city proper. In the past year, it has extended the scope of its work to assist in locating industries in communities outside Dallas County but within the immediate trading area. In particular, it has assisted such communities as Denton, Terrell, Ennis, Waxahachie, and others of similar relationship to Dallas, in obtaining new industries.

Miscellaneous. In several instances, the Industrial Department has done special research work and prepared briefs to assist new and needed businesses in securing construction permits from the Civilian Production Administration. It has also made special efforts to assist veterans in establishing or expanding their businesses.

Among the important new factories assured for Dallas during 1946 but not yet in operation are:

The Ruberoid Company, which purchased a 37-acre site and has begun construction of its Southwestern manufacturing units to produce roofing, siding, and other building materials.

Southwest Building Products Company, wholly-owned subsidiary of Certain-Teed Products, Inc., which began operation of its Dallas roofing plant during 1946 and now has preliminary work underway on a felt mill adjoining the roofing plant.

Eastman Kodak Company, which has purchased a six-acre site for a film processing laboratory and distribution warehouse.

Continental Trailways, which has under construction a building to house the bus system's general offices and shops.

American Metal Bearings Company, which has purchased a site for a Dallas factory to produce replacement bearings for industrial engines used in the Mid-Continent oil fields.

Atlantic Refining Company, which has begun construction of a new laboratory costing more than \$500,000, to be an entirely new unit of Atlantic's operations in Dallas.

General Electric Company, which has signed contracts for construction of a new Southwestern apparatus service shops building.

Stanley Overby Chair Company, which has purchased a site and will construct a factory to produce upholstered furniture.

International Engine Rebuild Corporation, which has acquired a site near Garland and has started construction of its plant there.

A third major building materials manufacturer has purchased a large site in Dallas for its Southwestern manufacturing operations but has not yet permitted announcement of its plans.

Among the year's significant expansions of existing plants in Dallas have been the following:

Braniff International Airways expanded its home office and operating base at Dallas by 300 per cent, with further expansions in prospect for the inauguration of service over 7,719 miles of new South American routes.

Dr. Pepper Company has begun construction of a new home office building, syrup factory, and Dallas bottling plant, which will represent a substantial increase over its present facilities.

Holister Coil Spring Manufacturing Company has erected a new factory representing a 100 per cent expansion of its Dallas plant.

Sherwin-Williams Company leased additional buildings to double its Dallas factory.

Firestone Tire and Rubber Company has started construction of a new 80,000 square foot warehouse.

Dallas' leadership as the distribution center of the Southwest has also increased during 1946, paralleling its growth as a manufacturing center. The new or expanded distributing facilities located here during the year are too numerous to list. Among the particularly significant developments have been the following:

In the pharmaceuticals and drug sundries field, Dallas has had several significant developments. The **Emerson Drug Company** had maintained its distribution warehouse in New Orleans for twenty-three years. A re-analysis of the region led it to move the division headquarters (one of five in the United States) to Dallas, where it has taken a long-term lease on office and warehouse facilities. The **Norwich Pharmacal Company's** careful analysis of the Southwest caused it to create a new division headquarters at Dallas (also one of five in the nation), and to establish a large distribution warehouse here. It had formerly shipped to a portion of the Southwest from warehouse stocks at Houston, and to the remainder of the region from its Chicago division. The **Smith-Dorsey Company** and the **Pitman-Moore Company** have likewise established division headquarters in Dallas.

National Silver Company made Dallas a division headquarters, with a permanent display room here, together with Southwestern sales offices.

The Frigidaire Division of General Motors Corporation chose Dallas as the division headquarters for a ten-state region.

The Western Electric Company selected Dallas for a new regional office, which is now in process of being doubled in size.

Among the miscellaneous developments of particular interest have been the selection of Dallas by "Time" and "Life" for their Southwestern editorial offices, business research office, and circulation bureau; the establishment in Dallas of a Texas editorial bureau for "The Oil and Gas Journal"; the re-entry into Texas of the Prudential Insurance Company of America, with branch offices in Dallas; and the location in Dallas of the Southwestern regional procurement office of the Army Air Forces' Air Materiel Command, which will facilitate the placing of millions of dollars' worth of AAF contracts with Dallas and Southwestern manufacturers.

Transportation

(Continued from Page 47)

2. Objected to transit privilege being granted on wrapping paper, paper bags, and the like at points in the Southwest.

3. Objected to any change being made in the transportation and transit privileges on iron and steel articles.

4. Advised the Commission of objection to increased demurrage charges on merchandise moved in refrigerated cars.

5. Joined in requesting that transit privilege at points in the Southwest be authorized on agricultural implements.

6. Supported a measure before the House and Senate Committees on Interstate Commerce in an effort to have legislation passed which would legalize affirmatively the present system of rate conference held between railroads and shippers under the bureau procedure set up under the auspices of the National Industrial Traffic League immediately after World War I. This bill passed the House but died on the Senate calendar before being acted upon.



Dallas

AS an integral part of the Chamber of Commerce program for selling Dallas, the organization's official publication, DALLAS, has been formally recognized for the second successive year as one of the leading magazines in its field in the Southwest.

DALLAS was again one of the ten leaders selected among company and association publications from the 25-state area of the Southwestern Association of Industrial Editors to receive the organization's top award for the year for all-around effectiveness in appearance, editorial quality, and appropriateness to purpose.

Published monthly by the staff of the Publicity Department, and giving members news of Chamber activities and of the business world in general, DALLAS is rendering a service both within and without the community in the dissemination of information on Dallas. With a circulation in excess of 5,000 throughout the United States, the publication numbers among its readers not only the Chamber members but many top executives in all parts of the country.

The magazine has been the subject of much favorable comment, not only locally but also throughout the nation, expressed in letters received both by the Dallas Chamber of Commerce and its members individually. This recognition of DALLAS as one of the top Chamber of Commerce magazines has also been reflected during the past year in increased reader interest and inquiries received from many new prospective advertisers.

In telling the story of Dallas' development, reporting the progress of Dallas firms, and giving promotional aid to many worthwhile civic programs, the editors of DALLAS have given emphasis to graphic presentation of material, with a liberal use of pictures and color. Despite a post-war paper shortage, the publication has carried more advertising during 1946 than ever before, and as a consequence more pages of editorial content.

Several outstanding issues of DALLAS during the year have included those featuring the one hundredth anniversary of Dallas and the State Fair of Texas. In addition, the magazine has spotlighted Dallas' real estate development, reported the ramifications of Dallas as an insurance center, presented industrial progress articles each month, helped substantially in the promotion of two very important community activities, the Community Chest and the American Red Cross, and rendered various other services.

From the standpoint of industrial promotion, a major contribution was made to the Dallas Chamber's overall program during the year by the publication in serial form in color in five issues of DALLAS of the entire contents of "The Dallas Southwest." This has given the business men of Dallas and others elsewhere additional opportunity to benefit from the



TWENTY-FIFTH BIRTHDAY of DALLAS will be celebrated appropriately in January, 1947, issue, whose features are being planned by, left to right, Winston Ball, editorial assistant; Clifton Blackmon, editor; and Thomas J. McHale, advertising manager.

outstanding job being done by the Chamber's industrial department.

By keeping members of the Dallas Chamber and the Dallas community in general informed regarding the city's business and civic life, DALLAS is serving to sustain enthusiasm among its business people and its citizenship at large for what Dallas is doing. The publication is achieving the second goal of its two-fold major objective by keeping the Dallas story before a large number of industrial prospects who are definitely interested in Dallas. This is being done at a substantial profit to the Chamber of Commerce, for each month the more than 5,000 copies of DALLAS go out to the Chamber members and the qualified list of industrial prospects at no cost to the membership. DALLAS is ending the year with a surplus of revenue over expenses.

DALLAS also received an award from the American Red Cross national headquarters for the cover on the March issue dedicated to the 1946 campaign, and two other awards from S.A.I.E. for leadership in special classifications of appearance and editorial quality.

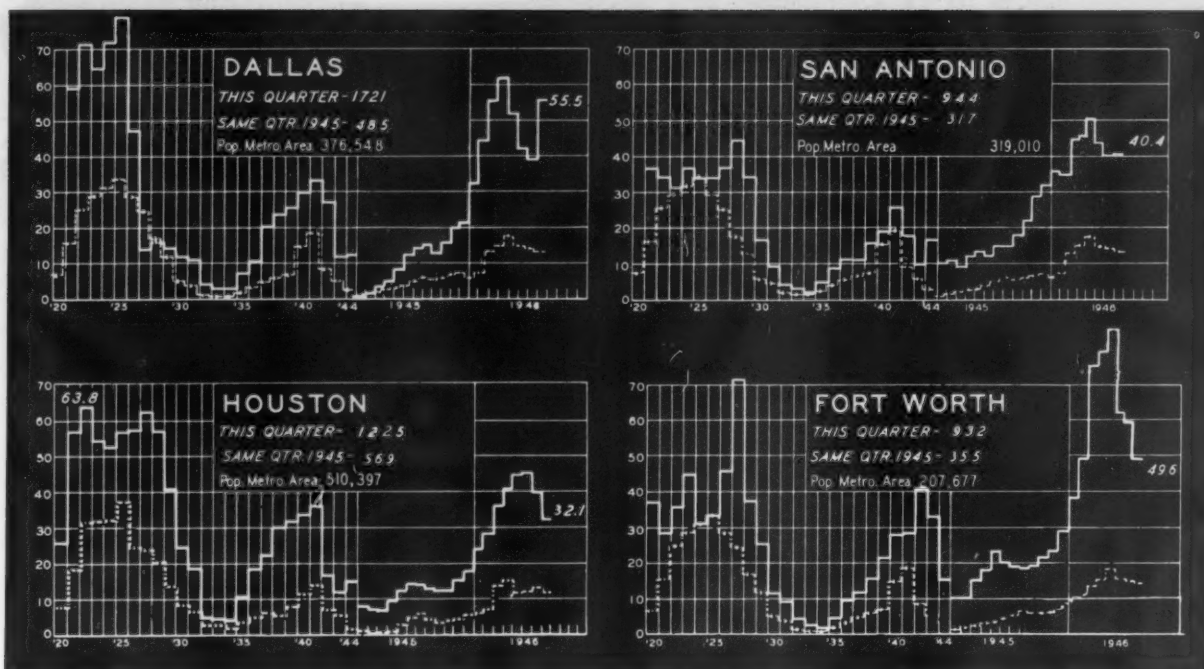
Foreign Trade

(Continued from Page 45)

to foreign countries with equitable distribution among them.

By January 1, 1946, only fourteen categories of industrial materials were still under direct official import control. In Mexico, more than one-fourth of the commodities subject to export licensing have been removed from the list of controlled products to be exported freely according to an executive decree effective November 30, 1945. So it goes in similar manner for other countries as well. And, although since July 1, 1946, there has been approximately a 11 per cent increase in the commodities in the Schedule B classifications requiring export licenses, this is only a temporary measure.

It is noteworthy that letters received by the Foreign Trade Department indicated interest in Dallas on the part of concerns in such countries as Egypt, Greece, Iran, and India. The inquirers were interested both in exporting and importing commodities, as well as appointing buyers in Dallas.



Dallas Leads Texas Major Cities In Rate of Residential Construction

DALLAS' leadership among Texas' major cities in the rate of residential building is indicated by the copyrighted charts reproduced above with permission from the "Construction Bulletin" of Roy Wenzlick & Company, St. Louis, nationally known firm of real estate economists, appraisers, and counselors.

The unbroken line shows the actual rate of building in the metropolitan areas of Dallas, Fort Worth, Houston, and San Antonio in terms of new family accommodations built per month per 10,000 families. The dotted line indicates the national average. Population figures given are the 1940 United States Census totals of the respective metropolitan areas.

Topped only by Denver, Dallas is disclosed by the charts to be in second place in the nation in its population class in providing new residential units and fourth for all cities.

The charts based on an analysis made by the Wenzlick organization covering 140 areas meeting the Census Bureau's definition of metropolitan areas in 1940 revealed Dallas to be adding 55.5 new

family accommodations per month per 10,000 families, as compared with a rate of 49.6 in Fort Worth, 40.4 in San Antonio, and 32.1 in Houston. During the third quarter of 1946, the latest for which figures were available for the Wenzlick survey, Dallas added 1,721 family units as compared with 1,225 for Houston, 944 for San Antonio, and 932 for Fort Worth.

Eastern and Northern cities are shown by the study to be providing new family accommodations at the rate, for example, of only 11.1 units per month per 10,000 families in Chicago, 16.2 in Boston, 15.4 in Cincinnati, 15.2 in Cleveland, 17.7 in Detroit, 14.3 in Indianapolis, 11.1 in Kansas City, 16.0 in Milwaukee, 7.2 in Greater New York, 9.4 in Philadelphia, 17.5 in St. Louis, and 9.5 in Pittsburgh.

Top city in the nation was Austin, Texas, with a rate of 206.3 new family accommodations per month per 10,000 families. Austin added 1,331 new units during the third quarter. Denver was shown to be building at a rate of 77.7 new units, and Los Angeles to be constructing 59.5 new family units per month per 10,000 families.

The charts reveal that Dallas' residential building rate is swinging sharply above the national average. The 140 areas covered in the survey are those with a population of more than 50,000 for the central city in the 1940 census.

As of November 9, a total of 3,779 new residential family units had been constructed in Dallas for the year 1946, it was revealed by a tabulation of the Dallas Power & Light Company based upon the number of connections for electrical service. In addition there was a total of 1,286 new family residential units under construction.

Membership

(Continued from Page 46)

tive by mutual confidence and cooperation, to make the fabulous future of Dallas a reality.

Your Chamber of Commerce is the vehicle, the instrumentality for business and community progress, and the rallying point for constructive, effective leadership. Its future achievements will be limited only by the lack of additional support from the professional and business people who like the results but are not interested otherwise.

You as a member of the Dallas Chamber of Commerce share in the progress Dallas has made. Your membership, your counsel, and your financial support will continue to aid in achieving the important goals toward which Dallas strives. Your membership makes possible the consolidated and united group action that produces progress.



BUSINESS CONFIDENCE Built on Years of Service

★ Old firms like old friends have demonstrated their worth through long periods of prosperity and adversity. The firms listed on this page have served Dallas through the years. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1872 HUEY & PHILP

Wholesale Hardware

**1872 WAPLES-PLATTER
COMPANY**

White Swan Fine Foods

**1874 BOLANZ &
BOLANZ**

Real Estate and Insurance

**1876 CHAS. L. DEXTER
& CO.**

Insurance
Oldest Agency in Dallas

**1878 NATIONAL BANK
OF COMMERCE**

Banking

**1876 ED. C. SMITH
& BRO.**

Mortuary, Ltd.
Funeral Service

1879 CLARKE & COURTS

Retail Stationers
Lithographers, Printers and
Engravers

Established

**1885 W. J. LAWTHER
MILLS**

Manufacturers of Poultry and
Stock Feeds

**1888 SUTTON, STEELE &
STEELE, Inc.**

Engineers and Manufacturers
Specific Gravity, Electrostatic
and Centrifugal Separators

**1889 WATSON
COMPANY**

Contractors and Builders

**1891 SOUTHWESTERN
PAPER COMPANY**

"Everything in Paper"

**1892 EXLINE-LOWDON
CO.**

Lithographers and Printers

**1892 THE EGAN
COMPANY**

Printing, Lithographing and
Embossed Labels

**1893 ORIENTAL LAUNDRY
COMPANY**

Finer Laundering, Sanitone
Cleaning and Fur Storage

**1894 GRAY & GRAHAM
COMPANY**

Designers of Men's Fine Clothes



Born of a partnership formed August 1, 1896, when J. C. Weaver came to Texas representing several oil mill machinery manufacturers and made his headquarters with C. H. Briggs, an experienced supply man just starting in business, the Briggs-Weaver Machinery Company has grown from a small beginning to a position of leadership in the industrial machinery field in the Southwest, with annual sales totaling millions of dollars, scores of workers, and an experienced engineering staff. Started with two carloads of merchandise in a modest building at Austin and Elm with the slogan, "The House of Service," the company today supplies almost every need of industry from a wire twist driller smaller than the smallest needle to a complete power plant. The business principles of the founders have guided the growth of this institution and held the good will and patronage of early-day customers who have also shared in the building of Texas industrially. Pictured is Briggs-Weaver "Minute Man" of 1917 who made emergency delivery of a pulley to the Terrell Cotton Oil Company at Terrell to repair breakdown.

Established

**1896 BRIGGS-WEAVER
MACHINERY CO.**

Industrial Machinery and
Supplies

**1897 SHUTTLES BROS. &
LEWIS, Inc.**

Wholesale Jewelers
Serving the Southwest for 49
Years

**1897 ANDERSON
FURNITURE CO.**

Dallas' Oldest Furniture Store

Established

**1898 LANG'S FINE
FLOWERS**

The Southwest's Foremost Florists
Decorators, Nursery Landscape
Service

1898 THE PRAETORIANS

Life Insurance Service

**1898 HAVERTY FURNI-
TURE CO.**

Furniture

**1900 AUSTIN BROS.
STEEL COMPANY**

Steel for Structures of Every Kind



IN DALLAS *Last Month*

Freight traffic manager for the Missouri-Kansas-Texas Railroad in Dallas since 1935, S. D. SPARKES has been promoted to assistant to the vice president for traffic for the railroad in Dallas.



Appointed by Santa Fe. Cyril L. Rich has been appointed division passenger agent for the Santa Fe Railroad at Dallas, succeeding the late Roy R. Hunley. Mr. Rich, who joined the Santa Fe in 1924 as a clerk at Oklahoma City, was division passenger agent at Kansas City previous to his transfer to Dallas.

A Dallas branch of the world-wide travel agency, THOS. COOK & SON, has been opened in the basement of the Republic National Bank, with information available on transportation services, schedules, fares, and routes.

New mortgage-loan inspector in Dallas for the Prudential Insurance Company of America is DAN M. PATTERSON, former real estate agent.

National public relations director for Rogers & Smith Advertising Agency for Chicago, New York, Dallas, and Los Angeles is EDWIN J. KARLSON, who will maintain headquarters in Dallas.

A. M. (ART) LANSNAR, Army veteran, has re-established his motor and finance company at 2217 Bryan.

JOHN W. ALLEN, Dallas division manager of McKesson & Robbins, Inc., has been reappointed vice president of the company for another term.

ROBERT M. SPEER, Home Furniture Company, has been continued as a vice president and director of the Retail Credit Institute of America, and B. F. McLAIN, president of the Dallas Chamber of Commerce, has been reelected a director for a two-year term.



Hotel Official. William G. Marlin, former Army captain and before that executive assistant at the Brodhead Hotel in Beaver Falls, Pa., has been appointed manager of the Lakewood Hotel in Dallas.

SHELBY FRIEDMAN, Army Medical Corps veteran, has opened Friedman's Prescription Pharmacy at 1705 Forest.

WILLIAM C. SCURRY, former regional attorney for the War Production Board, has been elected to the board of directors of Luscombe Airplane Corporation.

Business Broker

REAL ESTATE

AND

Business Property

R. R. McCAULEY
REALTOR

Phones C-2720—C-2934

1618 BRYAN

DALLAS

Season's Greetings

We have just completed another little circle of Time. The year 1946 now goes on the shelf, labeled "Finished Business," and as we turn together to greet the new days ahead we pledge ourselves anew to the bonds of trust and understanding upon which have been built the progress and cooperation mutually enjoyed in 1946. Because of this mutual trust, we feel fully confident of our ability to take in stride whatever obstacles or opportunities 1947 may bring.

We wish for you and yours prosperity and happiness throughout the coming New Year.



BANK & TRUST CO.

MAIN AT LAMAR

OF DALLAS

MEMBER
FEDERAL
DEPOSIT
INSURANCE
CORPORATION

ROBERT G. McCORD, vice president of the Dallas Chamber of Commerce, has been elected president of the Dallas Kiwanis Club for the ensuing year. Other officers are GEORGE R. SPURGIN, first vice president; and S. J. HAY, second vice president. Directors are MARVIN MALONE, C. M. JOHNSON, HARRY BODINE, JR., and M. V. WITBECK.

Three Dallas men, GEORGE WAVERLEY BRIGGS, R. J. O'DONNELL, and R. I. PAYNE, have been elected directors of the Gonzales Warm Springs Foundation for Crippled Children, Inc.

TEXAS MADE GIFTS

- STERLING SILVER BUCKLE SETS
- SPURS
- WESTERN BELTS
- CHAPS
- MINIATURE SADDLES
- HAND-TOOLED LADIES' BAGS
- BILLFOLDS
- NOVELTIES
- CUSTOM-MADE GIFTS



Skilled Texas Workmanship
Best Materials

**M. & M.
LEATHER CRAFT CO.**

Manufacturers of Leather Specialties

210 S. ERVAY PHONE C-4222



Printing Officials. D. Holmes Smith, left, is vice president in charge of sales, and C. A. (Al) Paxton, right, is vice president in charge of operations of Dudley Hodgkins Company, Inc., 2117 Commerce. The company recently purchased the Simpson Printing Company, which was formerly Wilson Printing Company.

W. E. HOWELL is president of the newly formed Southeast Dallas Improvement League. Other officers are D. G. SPRADLING, vice president, and MRS. ANNIE L. WILLIAMS, secretary-treasurer.

GEORGE H. SWAN, who has been assistant probation officer for the Dallas County Juvenile Court for the last year, has been named superintendent of the City-County Industrial School for Boys at Hutchins.

"Fifty Years on Heavy Engineering Projects"

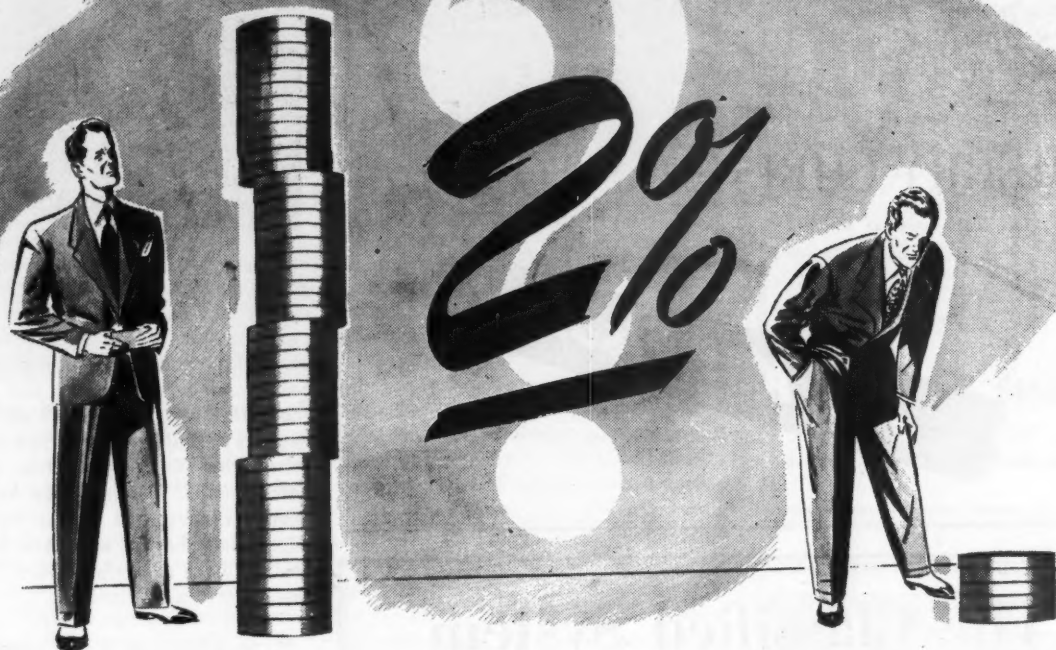
EARTH MOVING

The history of this organization parallels the history of the earth moving industry in the United States. It runs the gamut from early flood control, drainage and irrigation, city water supply and sanitation, local highways and airports, to huge Federal power, flood control and irrigation projects, and finally to the far-flung military installations of World War II.

**Grafe - Callahan
Construction Co.**

DALLAS, TEXAS

HOW BIG IS



Earn your Cash Discount with a First National Loan

When production, payroll and inventory tie up your ready cash, and a discount date is just around the corner—2% can be a high per cent of your net profit. There's no need to miss your discount when a First National loan may supply immediate working capital.

Perhaps you are unaware of your bor-

rowing power and are overlooking unrealized assets at a time when they will do double duty. Analyze your business—inventory, accounts receivable and notes receivable are sources for ready credit. We suggest that you bring your financial problems to us for a solution that will be most beneficial to you.

Join the thousands who say...



First National Bank
in Dallas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION





CHECK NAMES OFF
YOUR CHRISTMAS LIST
WITH GIFTS THAT
ARE SURE TO PLEASE!

AND A

MERRY CHRISTMAS TO ALL

FROM

Jas. K. Wilson

The Classified System

EXTENDS TO ALL ITS FRIENDS AND CUSTOMERS
BEST WISHES FOR

A MERRY CHRISTMAS

SIXTEEN CONVENIENT DOWNTOWN LOCATIONS

Classified No. 4	508 North Ervay
Classified No. 6	1312 Pacific
Classified No. 10	1209 Pacific
Classified No. 11	1407-9 Patterson
Classified No. 14	1406 Pacific
Classified No. 15	1900 Commerce
Classified No. 16	1409 Pacific
Classified No. 18	1402 Pacific
Classified No. 19	515 South Akard
Classified No. 20	Medical Arts Building
Classified No. 21	1916 Bryan
Classified No. 26	507 North Field
Classified No. 27	2215-17 Elm Street
Classified No. 30	1707 Pacific
Classified No. 32	310 North St. Paul
Classified No. 40	St. Paul and Live Oak



Branch Manager. Samuel Bruce Stewart is manager of the new factory branch opened in Dallas by Ditto, Inc., of Chicago, manufacturer of direct process and gelatine type duplicators and supplies. Sales and service offices and display room have been opened in Unit 2 of the Santa Fe Building. Mr. Stewart, who joined the Ditto organization in 1935 and served 52 months in the Army, has been transferred to Dallas from Chicago, where he was territorial manager. He will have supervision over 39 counties in northeast Texas.

A Navy veteran, T. C. MESEROLE, who has been both a broker and developer in the real estate business for a score of years, has become associated with the real estate firm of Majors & Majors.

MRS. O. L. NELMS is in charge of the new gift shop opened by the Million Item Company, Corinth and Industrial.

Announcement has been made of the appointment of IRVIN H. TURNER as Southwestern agent for the Newtex Steamship Corporation, with headquarters in Dallas.

Fully-Paid Investment Certificates Issued \$100 to \$5,000

Insured by Federal Savings and Loan Insurance Corporation, Washington, D. C.

**METROPOLITAN BUILDING
& LOAN ASSOCIATION**

1400 MAIN STREET

B-5103



Awarded Insurance Designation. Price M. McCulley, left, superintendent for the Fire Companies' Adjustment Bureau, Inc.; Hal A. Gullledge, partner in the agency of Highfill, Gullledge & Terry, center; and Willard Crotty, with J. W. Lindsley & Co., right, have become the first three insurance men in the Southwest to be awarded the designation of Chartered Property and Casualty Underwriter. There are only 88 others in the United States who have qualified for the recognition by completing a five-year post-graduate course in law, economics, and general insurance subjects, and three years of practical work in insurance. The course in Dallas is sponsored by the Dallas Insurance Agents' Association. There are now 45 men and women students in the classes leading to the CPCU designation. Final examinations are given by Southern Methodist University each June.

You Create A Business

INSURANCE is the
then necessity

Insurance Premiums are an operating cost which must be added to the price of your product to be sold in a highly competitive market.

I reduce this insurance cost by competent insurance engineering, both fire and casualty.

I have represented only capital stock insurance companies for forty years.



CRUGER T. SMITH

General Insurance

R-8624

Magnolia Building

Merry Christmas



Happy New Year

FISHBURN'S

For 30 Years

CLEANERS ★ FINE LAUNDRY ★ DYERS
HATTERS
FURRIERS AND COLD STORAGE

3200 Ross Avenue

Telephone T-4101

Branches: Oak Lawn at Lemmon — Abrams at Gaston

Yuletide Greetings

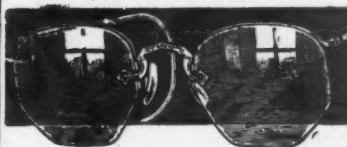
and

A Happy New Year

To Our Friends and Patrons

Oak Cliff Bank and Trust Company

R. D. SUDDARTH, President



EYE GLASSES

*All complete
for as low
as*

\$6⁹⁵

1927 Main Street Store

OPEN SUNDAYS TILL 1 P.M.

**MAIN
OPTICAL CO.**

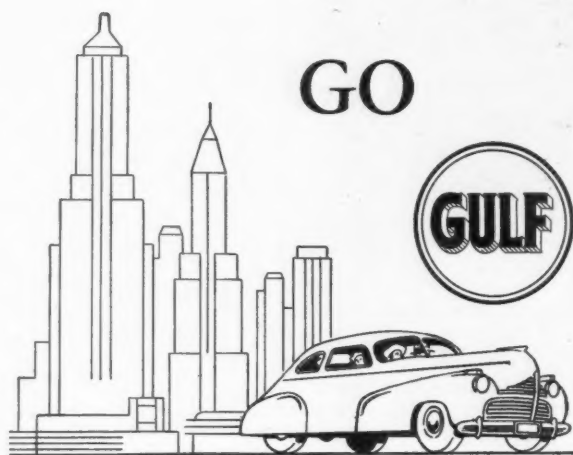
1927 Main Street

5401 East Grand Avenue

2002 Greenville Avenue

336 West Jefferson

*For the Life of
your car...*



- ★ GULF NO-NOX GASOLINE
- ★ GULFPRIDE OIL
- ★ GULFLEX REGISTERED LUBRICATION

*Holiday Greetings
Glazer's*

WHOLESALE DRUG CO., INC.
DALLAS



Joins Rogers Company. James U. Searcy, former owner of the Searcy Office Supply Company, has become a member of the office supply and stationery division sales staff of the Rogers Company, 1909-11 Canton, which has purchased the entire stock and business of the Searcy company.

1 1 1

New president of the Texas Used Car Dealers' Association is MIKE TIPPS of Dallas. GEORGE KARLAN of Dallas has been elected a director.

1 1 1

Succeeding the late James M. Shields, RALPH S. DANIEL, Alcohol Tax Unit investigator in Dallas since 1936, has been given charge of the Dallas office.

1 1 1

Formerly with the advertising agency of Herbert Rogers Company, LAWRENCE W. POOL has joined the Dallas sales staff of "Southern Flight" magazine.

1 1 1

DR. E. E. LEISY of Southern Methodist University has been elected editor of the publication of the South Central Modern Language Association.

1 1 1

A former director of food service for Northwest Airlines, C. WESLEY ARCHBOLD has become head of the department of food service for Titche-Goettinger Company.

Robert D. Goodwin

ARCHITECT

TELEPHONE LAKESIDE-5759

4801 Lemmon

Dallas, Texas



Baker Drug Store Managers. D. H. Williams, left, has been named manager of the new, ultra-modern Baker Hotel Drug Store, designed by Architect George L. Dahl. F. S. Millholin, right, is assistant manager of the store, which is owned and operated by the hotel company. Features are a complete display of all items, streamlined styling, unusual lighting, and a fountain bar, 55 feet in length.

Harold Pitman Company Opens Branch in Dallas

Dallas has been selected as the location for the Southwest headquarters office and plant warehouse of the Harold W. Pitman Company, manufacturer and distributor of graphic arts supplies and equipment, which has taken a long-term lease on a one-story concrete structure at 2112 North Akard. Robert W. Grubbe is Dallas manager.

DOBBS-SKINNER, INC., 2624 Elm, has been appointed Texas distributor for the Merry-G-Sound phonograph and records for children.

T. C. FORREST, JR. Consulting Engineer

Praetorian Building

Phone R-5026

Dallas

The D. L. Harrison and Sons Printing Company, formerly the Weatherford Printing Company, has moved into larger, ground floor quarters at 605 Main.

Employment Agency



PRESENTING
DALLAS'
FINEST
EMPLOYMENT
SERVICE

CALL
R. 3426

★ OFFICE
★ SALES
★ TECHNICAL

Time Saved in Finding Right Employee
With a Minimum of Interviews
NO CHARGE TO EMPLOYER

EVANS

1102
GULF STATES BLDG.

EMPLOYMENT SERVICE

GAYLORD BOXES DO THE JOB...

- PROTECT
- DELIVER
- ADVERTISE
- MERCHANDISE



GAYLORD
CONTAINER
CORPORATION
DALLAS, TEXAS



A life of BETTER LIVING

You don't have to have a lot of money and many servants to live a life of splendor. Nothing has had more influence in recent years on our mental attitude than life insurance... it gives that priceless boon: peace of mind. Life insurance contributes to better living for it gives us a feeling of warmth that we are doing everything in our power to better provide for those we love.

Life insurance through SOUTHLAND is a means to a more peaceful home... your SOUTHLAND representative has been specially trained to fit the many benefits of life insurance to your own particular needs and income... call your SOUTHLAND neighbor today and have him explain the many benefits that can result from life insurance that leads to a life of better living.

Southland Life
INSURANCE COMPANY
W. C. McCord, President Home Office: Dallas

BOUGHT - SOLD - QUOTED

BANK STOCKS—INSURANCE STOCKS—PUBLIC UTILITY, PREFERRED AND COMMON STOCKS—CORPORATION BONDS—MUNICIPAL BONDS

Your inquiries are invited.

★ Oldest Trust Company in Dallas
Specializing in Investment Stocks and Bonds

DALLAS UNION TRUST CO.
502 DALLAS NATIONAL BANK BLDG. DALLAS, TEXAS



Bank Vice President. F. William Wildman, former assistant to the president of Chicago & Southern Air Lines in Memphis, Tenn., has been appointed a vice president of the Love Field State Bank. Mr. Wildman also formerly served the Central Hanover Bank & Trust Company and the Bankers Trust Company of New York and the Fort Worth National Bank, and before that was with General Motors, Chevrolet Division, in Dallas.

Town House Opening Gives Dallas New Tourist Court

Town House, a new Dallas tourist court designed in the manner of the old French quarter of New Orleans, has been opened on Harry Hines Boulevard on a block bounded by Wolfe, Harwood and Randall. Guests drive to a center archway, register, and then continue to their assigned rooms where automobiles are parked on the lower levels, with rooms upstairs. The court has 42 rooms, each with a private tiled bath with glass shower doors, carpeting, private garage, and individual stairway entrance. Royal C. Miller is president of the Town House Corporation. John Fields is secretary-treasurer.

Chairman of Air Transport Association's personnel committee for 1946-47 is MALCOLM HARRISON, personnel manager of Braniff International Airways.

STANLEY S. KNAPP, a teacher at North Dallas High School for 19 years, has been appointed to fill the unexpired term of FRED R. BOSWELL, who resigned as principal of Hillcrest High School.

Metropolitan
BUSINESS COLLEGE
58 Years in Dallas

Please phone C-8775 when you need a good stenographer or bookkeeper. Thank you.



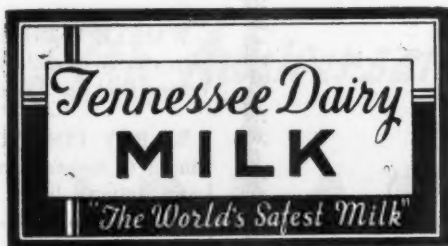
Texas Manufacturers Elect. Chester L. May, center, vice president of the Lone Star Gas Company in Dallas, has been elected president of the Texas Manufacturers' Association for the ensuing year. Directors selected include A. I. Folsom, president of the Folsom Company, right, and Grady Parkerson, assistant manager of Burrus Feed Mills, both of Dallas.

BRYAN SNYDER, JR., executive vice president of the Johnston Printing & Advertising Company, has been elected a director of the Printing Industry of America, Inc.

W. M. VAUGHN has returned to the Southern Steamship Company as general agent in charge of the Dallas branch, which has been reopened with offices temporarily at 6403 Glenrose.

Season's Greetings

from



Your Best Food At Its Best

Venetian Blind Company Opens Dallas Factory

A factory for the manufacture of wooden, aluminum, and steel blinds has been established at 2804 Commerce by the Avalon Venetian Blind Company, whose organizers are W. M. Smith, president, formerly owner of the W. M. Smith Electric Company; T. S. Haden, vice president; and C. A. Jarrell, secretary. The new company, selling both at retail and wholesale, is marketing its standard blinds on a state-wide basis under the trade name of Avalon.

BILL ELKINS, former director of radio instruction for the Eighth Service Command, has been placed in charge of the newly formed radio department of the Texas Trade School, 1316 West Commerce.

Two advancements among Dallas personnel of the Western Auto Supply Company include those of EARL M. RUCKER as advertising manager of the Dallas division and E. E. DAVIS as manager of the No. 1 store at 2100 Commerce.

GIVE



RCA VICTOR RECORDS

THIS CHRISTMAS

Let our friendly record experts help you select the best NOW from our

\$75,000.00

STOCK



Harry Ernstrom, Owner

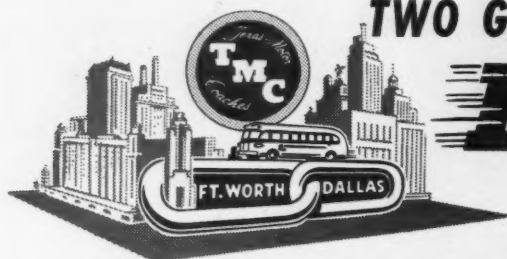
DOWNTOWN

105-109 North Field

PARK CITIES

4356 Lovers Lane

**A GREAT BUS SERVICE . . . linking
TWO GREAT CITIES**



FAST

Super Expresses Leave
Daily at 10 and 45
minutes past every
hour.

TEXAS MOTOR COACHES



Chevrolet Dealer. Mike Persia has come to Dallas from San Antonio to assume his position as vice president and general manager of the Doran Chevrolet Company, 3916 Main, in which he is a partner. He began his business career in 1920 as a bookkeeper for an automobile dealer.

*We Extend Thanks
and Christmas Greetings
To Our Friends —*



**Dallas Baseball Club
Hap Morse Bowling Alleys**

1405 ROSS AVENUE • 1515 YOUNG STREET

Julius Schepps George Schepps Phil J. Schepps

Reconverted Tenison Mansion To House Gulf's Home Office

For its new home office, the Gulf Insurance Company of Dallas has begun converting the old E. O. Tenison mansion, Cedar Springs and Dickason, into a two-story structure, faced with Indiana limestone. Cost of the project will be approximately \$375,000, and improvements will include year-round air conditioning and indirect lighting.

The structure will have a full basement. The former "carriage house" of the Tenison family will be remodeled into a separate building for occupancy by caretakers. The site comprising an area of 85,000 square feet will provide ample parking space. B. W. Lanum and H. B. Thomson are architects for Gulf's new home office, and Henry C. Beck & Company has been awarded the building contract.

WALTER VERHALEN of Dallas has been elected president of the American Veneer Package Association.

W. ROY COMPTON has been advanced to assistant cashier of the Oak Lawn National Bank.

WYATT C. HEDRICK
Architect and Engineer

519 W. Davis Telephone Madison 6185



Given Topper from Texas. A guest of Dallas cost accountants last month, William J. Carter of Atlanta, Ga., (right) is pictured in the penthouse atop the Mercantile National Bank being presented with a Byer-Rolnick Resistol hat by Claiborne H. Johnson, president of the Dallas chapter. Mr. Carter, a partner in the accounting firm of Mount and Carter, a director of the Atlanta Chamber of Commerce, and national councilor of the Chamber of Commerce of the United States, addressed the Dallas group.

MISS CECILIA HUFTY, formerly with Julius Garfinckle in Washington, has been appointed glove buyer for Neiman-Marcus Company.

We Extend
Thanks and Christmas Greetings
To The Citizens of Dallas on Our—
37th Anniversary

I D E A L
LAUNDRY & CLEANING CO.
3216 ROSS AVENUE

Wilson Piano Company In Remodeled Quarters

The Wilson Piano Company, owned by George W. Wilson, Jr., has moved into remodeled quarters at 1203 Elm. Ed H. Brady, who was manager of the Baldwin Piano Company store in Dallas from 1922 to 1931, is associated with Mr. Wilson.

RAYMOND P. LOCKE of Tracy-Locke Company, Inc., and MORELLE K. RATCLIFFE of Ratcliffe Advertising Agency have been elected directors of the Southwestern Association of Advertising Agencies. ALFONSO JOHNSON has been reelected executive secretary-treasurer. IRA DeJERNETT continues on the board as retiring president.

A law partnership has been formed by GEORGE RAY and OLIVER W. HAMMONDS, who will specialize in taxation, with offices in the Praetorian Building.

CHARLES L. HENRY & ASSOCIATES CONSULTING INDUSTRIAL ENGINEERS

Phone J-8-1686
3402 McFarlin Blvd. Dallas

BERNARD BRISTER

● Public Relations and
Publicity Counsel to
Business and Industry

1306 LIBERTY BANK BUILDING
R-5302

Holiday Greetings

From

FROZEN BAKE CO.

Processors and Distributors of

FROZEN PIES
READY TO BAKE

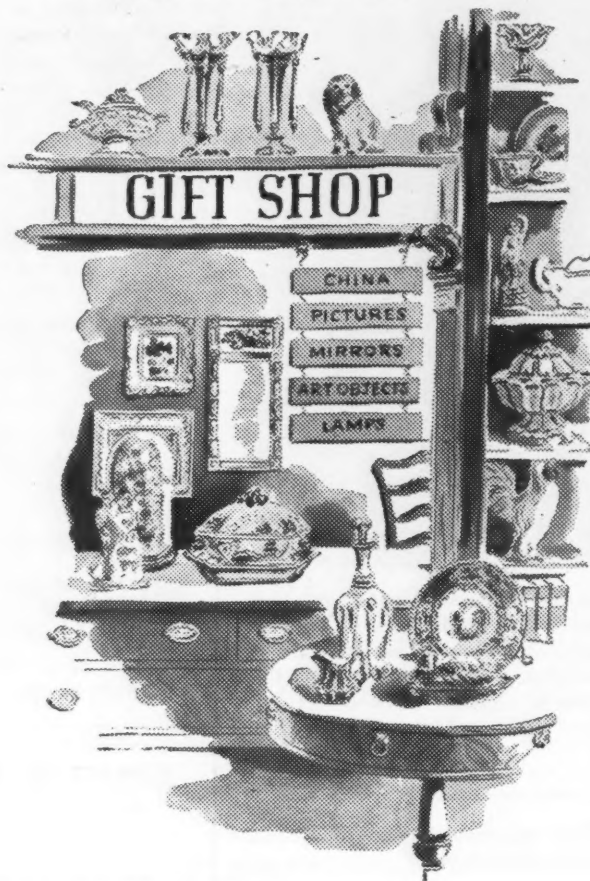
*Tempting
Rolls, Cakes
and Cookies too!*

Frigid Dough
Ask your Grocer

A GOOD PLACE TO DO YOUR
CHRISTMAS SHOPPING

Let Us
Help
You
Solve
Your
Christmas
Problems

Gifts
For The
Home
Are
A Joy
Forever



CONSIDER THE GIFT SHOP AT FAKES'
IN YOUR CHRISTMAS SHOPPING PLANS

Fakes & Company

FURNISHING TEXAS HOMES SINCE 1876
ELM, FIELD AND PACIFIC

Season's Greetings...

In the spirit of friendliness and good cheer,
we sincerely wish you an old-fashioned
Yuletide and a New Year of Success, Good
Luck and Happiness.

Bennett Printing Company



New Bank Officer. Darrell Hughes Hamric, Army Air Forces veteran, has been elected a vice president of the Republic National Bank. He formerly was an assistant vice president of the Bankers Trust Company of New York, and also taught economics in the College of the City of New York.

**New Bus Line Serves
Luscombe Employees**

A new bus line has been inaugurated to serve workers at Luscombe Aircraft Company. The line will be operated by Mercury Transportation Company, and will run between Dallas and near-Garland to coincide with shifts at Luscombe.

ROBERT PETERSON, formerly with N. W. Ayer & Son, Philadelphia, has become head of the agency production department of the Rogers & Smith advertising and public relations organization. **DICK WORTHINGTON**, former newspaperman, has become a member of the agency's staff as copy writer.

W. J. (BILL) DONALD has joined the sales staff of the Dallas branch of the Jefferson Standard Life Insurance Company.

BRUCE WADE is manager of the new hardware department opened by the Chambers Lumber Company, 2401 North Beckley.

PAUL G. BENTLEY CO.

Engineers

DALLAS • TEXAS

ELECTRICAL • MECHANICAL • REFRIGERATION
INDUSTRIAL AND UTILITY ENGINEERS

DALLAS • DECEMBER, 1946

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DALLAS



Insurance Manager. E. A. Rees, formerly vice president in charge of industrial agencies for the American National Insurance Company of Galveston, has been named division manager in Dallas for the United Insurance Company of Chicago, which has entered Texas and opened its first industrial district office at 411½ North Akard. Mr. Rees joined United two years ago. His assistant is J. D. Little.

Gauge Manufacturer Opens Branch Office in Dallas

To step up its service to dealers in the Texas area, the Rochester Manufacturing Company has opened a Dallas office, located temporarily at 529½ South Ervay.

Donald C. McNall, who has been sales manager in the company's LP gas gauge division at its headquarters in Rochester, N. Y., has been appointed manager of the Dallas branch. He will handle all of the company's products which include liquid level, pressure, and temperature gauges. Prior to his affiliation with the Rochester Manufacturing Company, Mr. McNall was engaged in the distribution of liquefied petroleum gas for the Protane Corporation and for the last four years has been in the Rochester company's manufacturing and sales engineering section.

As soon as space can be obtained, a complete stock of gauges will be carried in the Dallas branch, Mr. McNall said.

E. CLAUDE SIMMONS has resigned from the staff of the War Assets Administration to become fleet sales manager for the Ben Griffin Auto Company.

The Bib'n Tucker Store, a new shop for infants and children, has been opened at 4515 Cole by Mrs. J. R. TED-FORD.

CULLUM & BOREN COMPANY'S STORE IS THE PLACE TO BUY MANY OF YOUR CHRISTMAS PRESENTS

- Guns and ammunition—all standard makes. Winchester, Remington, Savage, etc.
- Fishing tackle—in a wide selection of everything needed.
- Sport clothing—in Pendleton, Duxbak, McGregor and many other standard brands—including women's sport clothing.
- Kodaks, films, tennis rackets, golf clubs, balls, baseballs, footballs, skates and related items.
- Toys are much more plentiful this year and we have a large assortment in which you may find your gift.
- Our household department offers many suggestions—in fact, our whole store offers you suitable gifts.

CULLUM & BOREN CO.

S P O R T I N G G O O D S

1509 ELM

DALLAS

Call
R-8585

Stewart's
FOR
OFFICE SUPPLIES
EQUIPMENT • STATIONERY

1523 COMMERCE STREET

The March of Industry

Zale's Expansion. Zale Jewelry Company has leased the ground floor store space in the Great National Life Building for new, modern quarters. Work of remodeling the store front and the interior is expected to get under way early next spring after the present occupant, Thom McAn Shoe Company, moves to

its new location in the Southwestern Life Building annex, now under construction. Total investment in the lease and remodeling will be approximately \$250,000. The store has a frontage of 30 feet on Main and is 90 feet deep. The new front will be of marble, and the interior will be finished in rich walnut.



**OUT GO KITCHEN ODORS,
STEAM AND VAPORS**

Vent-A-Hood

KITCHEN VENTILATOR

Protects your walls & furnishings

Remove tell-tale food odors, steam and grease-laden vapors BEFORE they invade your living room and other parts of your home. A modern Vent-A-Hood Kitchen Ventilator—equipped with a patented centrifugal exhaust unit—prevents greasy deposits on walls, ceilings, woodwork, draperies, rugs and furniture. Saves cleaning and decorating costs. Adds beauty and air-freshness to your kitchen—makes cooking more pleasant.

See them at your appliance dealer or call D4-5124 for full details.

The Vent-A-Hood Co. . . . PLANTATION DRIVE & HINES BLVD.

Holiday Greetings

*To Our Many Friends
And Policyholders*

RIO GRANDE NATIONAL LIFE INSURANCE COMPANY

R. W. BAXTER, President
HOME OFFICE—DALLAS, TEXAS

Stover in New Home. The Dallas store of Russell Stover Candies, Inc., has occupied its new permanent home on the ground floor of the Southwestern Life Building, Main and Akard. Distinctive features of the remodeled quarters are the blue mirror front and the white mirror display and sales bars within. An innovation in the Dallas store is an electrically controlled conveyor for moving the boxes of candy to the sales counter from a stockroom in the basement, which also houses the offices, lounge and restrooms, and the air-cooling and refrigeration system. Mrs. Ruby Ellett is manager of the Dallas shop.

New Bottling Firm. A Dallas branch plant will be established by the Tex-A-Cola Bottling Company, new soft drink bottling firm, with main factory scheduled to be built in Austin. Three of the company's executives are residents of Dallas: Dale R. Bonner, executive vice president; R. L. Vandaveer, consulting chemist; and Paul P. Stengel, secretary and treasurer.

Big World Store. Occupying a total of 12,000 square feet of floor space, the Big World Store has been opened at Buckner Boulevard and Lake June Road by G. R. Harty in a newly constructed building of steel and masonry with pre-cast stone exterior and 220 feet of plate glass windows. Fixtures are in natural-wood finish. The store is on the site of a former store of the same name which burned several years ago. Property includes two warehouses of 3,500 and 1,225 square feet of floor area respectively. Co-owner of the store with Mr. Harty is Jack Daugherty, who operates the grocery department.

Technical School Opened. Instruction has begun in courses in refrigeration and electrical appliances and in air conditioning and heating, being offered by the newly established Southern Technical Institute. The school has been opened in remodeled quarters in the old Y.M.C.A. Building, with entrance at 1909 Jackson. Facilities have been provided for an enrollment of 200, which includes GI students. The two 34-week courses may be completed consecutively.

Floorcovering Firm. W. H. Anderson, formerly district manager for the Mohawk Carpet Mills, Inc., has opened the Floorcovering Store, a specialty shop, in the Wilshire Shopping District at Mockingbird Lane and Skillman. The firm will handle a complete line of both hard and soft floor surface materials, and will spe-

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DALLAS

cialize in broadloom and wall-to-wall carpet installations for the home and personalized floors of hard-surfaced materials.

Gateway Store Opens. Sixth in the organization's chain, a Dallas store of the Gateway Sporting Goods Company of Kansas City has been opened at 1300 Main, at Field. Heading a personnel of sixteen for the new store are William Cole, manager, and Alvin Tiber, assistant manager. The Dallas branch is part of an organization that also operates mail order and wholesale departments and boasts of the most complete stock of fishing tackle in the United States. The store handles sporting goods of all kinds and other lines including cameras and jewelry.

Laundromats. First of a group of twelve Laundromats, equipped with 40 coin-operated washing machines, has been opened at 3215 West Davis in the Beverly Hills area under the management of Guy Nevile. Capacity is 900 washings per day. The Laundromats will be operated by the M. & M. Laundry Service, owned by Ches-

ter May, vice president of the Lone Star Gas Company, and B. R. McLendon, general manager of the Tri-State Theaters, on an exclusive franchise basis for Dallas and Fort Worth.

New Paneling. Stresdwood, new construction material developed by William Knowles of Dallas, is now in production in a test plant in a section of the former Dallas plant of North American Aviation, Inc. The material consists of panels four inches thick made of plywood sheeting enclosing corrugated plywood ribs.

Under hydraulic pressure, the plywood is bent to the required alternating ridges and grooves, and then is bound to the enclosing plywood panels with marine-type glue of the kind used in naval boat construction during the war. The paneling is designed for use in floors, sidewalls, and roofs of residential housing and farm buildings, and also for office partitions, flush-panel doors, concrete forms, rigid signboards, and knockdown store fixtures. Mr. Knowles, who has been identified with real estate, financial, and building activity in Dallas since 1927, expects

Robert E. McKee

GENERAL CONTRACTOR

CONSTRUCTION ENGINEER



2702-2724 Inwood Road

Dallas, Texas



Reopens Agency. David M. Snell, Dallas insurance man who was captured on Corregidor and joined the Dallas Chamber of Commerce while still a prisoner of the Japs, has reopened his insurance agency following his release from the Army. With offices at 711 Main, his agency writes all forms of insurance and bonds. Mr. Snell began his insurance career in 1937 in the casualty department of the Trinity Universal Insurance Company, opened his agency in 1939, and as a reserve officer was called to Army duty in May, 1941.

You and your family will enjoy

Jay's MARINE GRILL

SEA FOODS— and those delicious HOT ROLLS

BUSINESS MAN'S LUNCH...

WE ARE OPEN FOR LUNCH AT 11:30 AND WE SERVE YOU FAST. A VARIETY OF COOKED MEATS, ENTREES AND FRESH VEGETABLES.

Fast Service

3 7 1 8 H A L L A T O A K L A W N

to get the paneling into full-scale, commercial production soon in 57 standard sizes.

T. & P. Auto Dock. Texas and Pacific Railway is constructing new automobile docks on its property adjacent to lower Gaston Avenue, with a capacity for 14 cars, which in addition to the unloading space will provide a section at one end for car assembly. The loading section will measure 350 feet in length by 32 feet wide.

Enlarges Sports Shop. Formerly known as the Tip Jones Sports Shop, the Jones & Mollet Sporting Goods Store has trebled its floor space and now occupies three units in the Highland Park Shopping Village. Tip Jones and Jack Mollet are partners in the firm, which handles sporting goods, toys, and games.

Kenyon Expansion. Two additional store properties have been leased on a five-year basis by Kenyon Auto Stores in an expansion program which will bring the number of units of the automobile supply and household mercantile chain to at least six by 1949. The new leases cover property at 2428 Oak Lawn

and at the northeast corner of East Grand and Graham. The Kenyon concern will obtain possession of the Oak Lawn property May 1, 1947, and the Grand Avenue store will be available early in 1949. Both structures will be remodeled for use by the Kenyon chain, which is headed by Jack Kenyon and Glenn Kenyon.

Hawaiian Gift Shop. Richard H. Smoot and Ian G. Douglas have opened the Hawaiian Gift Shop at 1706 Commerce for the sale of gift items and other merchandise of Hawaiian manufacture. The firm is operating on a retail basis currently but plans to enter the wholesale field next year as an agency for several Hawaiian concerns.

New Lumber Firm. The Quinlan Lumber Company, a partnership formed by W. L. Quinlan and S. A. Lewis, Army veterans, is now in operation, with construction completed of the company's facilities at 2431 Shore Crest Drive. The facilities covering an area of about three and one-half acres include a yard and a one-story office building, with 2,000 square feet of floor space. Before the war, Mr. Quinlan operated his own construc-

tion company, and Mr. Lewis was connected with the Lingo Lumber Company for eight years.

G.I. Realty Company. Four G.I.'s now attending Southern Methodist University, who have formed the Mercantile Realty Company, have moved headquarters of the firm from Lowell and Gaston to the Couchman Building, 3402 McFarlin. Members of the firm are Bob Singleton, John H. Bianchi, Dwight Kierbow, and Harry Thomas.

Converts Surplus Engines. Under a \$4,000,000 contract for the conversion and sale of surplus military aircraft engines signed with the Dominican World Airlines, Dominican Republic, and Trans Tropic Airlines, Miami, Fla., Southwest Airmotive Company of Dallas is scheduled to deliver several hundred engines at a minimum of 50 per month. The two airlines will resell the converted engines, 1,200-horsepower Pratt & Whitney's, to aircraft operators throughout Latin America and Europe. Helping Southwest Airmotive in locating and buying the engines is the L. & L. Trading Company, war surplus organization operated by L. H. Lucky and W. F. Long.

LANDAUER and GUERRERO

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Air Conditioning, Heating, Ventilating, Electric Wiring and Plumbing
Design and Supervision

4801 Lemmon Avenue

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PREPARED FOR THE JOB—

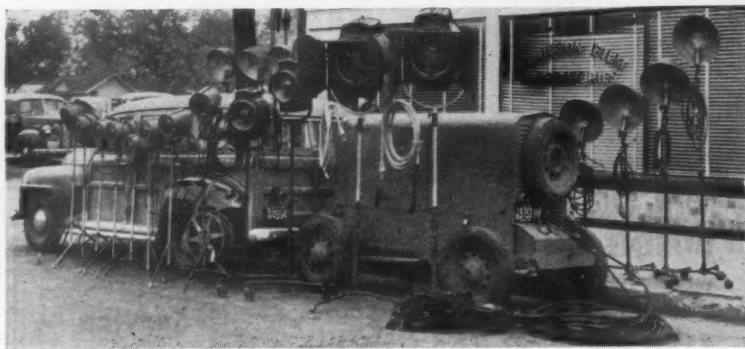
EQUIPMENT

Most Complete in the Southwest

EXPERIENCE

Thirty Years Satisfactory
Service to Texas Business

*Industrial
Sales Films
Training Films*



JAMIESON FILM LABORATORIES

2212 LIVE OAK

DALLAS

PHONE CENTRAL 5644



Account Executive. Mrs. Mai White-side has been appointed account executive in the Dallas public relations firm of C. E. Fitzgerald Associates, 513½ South Ervay. She has served the Dallas Goodwill Industries as public relations counsel, the Dallas Civic Opera Association as business manager and publicity director, and has produced radio programs for WRR and KRLD, an activity she will continue in her new position.

Report on Dallas Business

(Continued from Page 15)

Raymond P. Locke,

President of Tracy-Locke Company, Inc., Advertising:

The pattern of the advertising agency business is usually much the same as general business. The return of skilled man power from the armed services has increased our capacity and facilities for expanding volume and improving efficiency. We never recommend unjustified expenditures for advertising purely because tax dollars are involved. However, some inconsistent advertisers no doubt have spent more liberally before the repeal of the corporation excess profits tax.

We believe advertising is a legitimate and necessary factor in modern marketing. Advertising should pay its way and pay a profit to justify itself. Budgets for advertising should be soundly based on a percentage of gross income from sales. Economic ups and downs or tax considerations should not be determining factors in a sound advertising program.

The future industrial growth of Dallas and Texas generally can be greatly stimulated, we believe, by an aggressive, state-financed advertising campaign. The Texas Publicity Committee hopes to get favorable action by the Texas Legislature in the next session. Forty out of 48 states are competing for new industries and tourist dollars in this age of decentralization. Texas is doing nothing in this respect. Such an advertising campaign would not be an additional tax burden, but would definitely help either to reduce taxes or improve our commonwealth's standard of living.

The general economic picture for 1947 appears to be considerably brighter than before the November election. Texas has more to offer than any other state and Dallas has more to offer than any other Texas city, but if we expect to realize the potential which is so obviously ours if we will claim it, we must become more aggressive.

John E. Mitchell, Jr.,

President, John E. Mitchell Company:

Dallas is usually one of the brighter spots on the economic map. We hope and trust that this will be so in 1947. However, we in the machinery manufacturing business would be most foolish

LET'S GET TOGETHER FOR THE REAL FIGHT



Courtesy Appreciate America, Inc.

if we were to expect our Dallas district to escape the effects of those ills and problems that we know full well are sure to vex the nation as a whole. The part of wisdom is to recognize these ills and problems, to appraise them, and to deal with them the best we know how.

First, we have the problem of raw material shortages, particularly steel. This situation is more distressing than most people realize, and it looks as though the first part of 1947 will bring little, if any, relief.

Unless the manufacturers obtain the raw material, they cannot produce; unless they produce, they cannot provide jobs; and unless they provide jobs, the whole community suffers, sooner or

later. It is high time for us all to be alarmed about these shortages and their causes; particularly to be exercised about the various interferences that are constantly occurring at the very time when our crying need is production, and more production.

And then we have the problem of employer-employee relations. Now, if ever, we all need to realize that we are in this thing together—so-called capital and so-called labor, manager and employees, whitecollared workers and overalled workers. We must pull together or sink. We in so-called management have a big job to do; we must work to bring about a better understanding among all the players on the "team." This understanding must be based on fairness, common sense, and real comradeship.

Third, there is the problem of high taxes. No sensible business man expects low taxes for many years to come; but the thing that we should all insist upon is a better use of the tax money. With more business in government and less government in business, there is no reason why we cannot adopt a systematic program of reducing the national debt, and at the same time bring about moderate reductions in taxes. We simply must do something about the high cost of government.

Let us hope that 1947 will see America swing back to the ideals that made America great. Let us hope that there will be less coddling, more self-reliance, and more trust in God. If all of us, we

GRIMES INDUSTRIAL EQUIPMENT WILL MAKE PROFITS FOR YOU

We carry in stock equipment and supplies for:

Metal Working Plants
Factories
Cleaning Plants
Tire Shops
Service Stations
Body and Fender Shops

It will be a pleasure to have you come out and look around. . . . Plenty of free parking space.

The GRIMES Company

2900 Main at Oakland

R-3816

in the manufacturing industry or in any other occupation, will look more to God and less to government, will work a little harder, a little more intelligently, and a little more unselfishly, we should do all right in 1947, or in any other year.

Fred F. Murray,

President of the Oil Well Supply Company:

In the oil equipment and supply field, 1946 has seen relaxing of controls on heavy materials which make up the oil industry's equipment needs.

The year of 1946 has also seen the relinquishment of Federal controls in the oil business itself. Much progress has been made toward the resumption of normal business in the oil industry where sustained demand has meant high operations plagued only by shortages in steel, particularly with respect to oil country tubular goods and some other metals such as lead. Remedies are in sight, barring sustained interruption in coal or steel production.

Indications for business during 1947 appear continuing at high levels with all steel products becoming much more plentiful by the end of the first half of the year. With the many oil operators headquartering in Dallas, the area is indeed fortunate in having the oil business so well represented. Problems of 1947 appear generally concerned with produc-

tion, orderly distribution, and continuity of operations.

The oil industry is in need of increased transportation facilities and these could be met by the construction of new oil and gas pipe lines, which, however, require very substantial ton-nages of steel. The outlook for availability of this steel is good barring prolonged work stoppages. Inherently the oil business, with its complementary equipment and supply business, hardly faces over-production but rather a gradual ascending scale of operations. Continuance of healthy conditions during 1947 and beyond appear reasonably certain.

George F. Pierce,

Cullum & Boren Company, president of the Dallas Manufacturers' and Wholesalers' Association:

We feel that we can look forward to continued good business in the sporting goods industry. Our biggest problem during 1946, of course, has been to secure enough merchandise, and we very much fear that this condition is going to extend well into 1947. Production has not increased in the sporting goods field nearly as fast as we had hoped, and, while at present it is beginning to improve in some lines, there are others that are more critical than they were a few months ago.

As to the needs for Dallas' continued

industrial progress, it seems to me that the most crying need at present is to be better able to take care of the merchants who are now coming to this market. I refer particularly to hotel and parking facilities. Time after time during the past year we have had to advise merchants that we could not get hotel accommodations for them and as the result many have gone elsewhere. Many who do get to Dallas in their cars are having increasing difficulty in getting parking space accessible to their sources of supply.

We feel that Dallas now occupies one of the brightest spots in the entire nation for continued industrial expansion. It seems to me that this opportunity emphasizes more strongly than ever the need for unselfish cooperation on the part of each manufacturer and wholesaler in the development of the market as a whole through our Chamber of Commerce and trade associations. If we can put Dallas in the forefront as a manufacturing and distributing center, then each individual firm should have no trouble in securing its share of this increased volume of business.

Bryan Snyder, Jr.,

Executive vice president of the Johnston Printing and Advertising Company:

That the continued growth and expanding business activity of Dallas will sustain through 1947 the present high volume of business produced by Dallas printers is the opinion we share with many of the city's commercial printers.

With the gradual removal of price restrictions and the return of many items of merchandise to the market, an increased use of advertising printing, both direct and through the medium of periodical publications, has been apparent for several months. This trend should be even more marked in the new year as merchandising becomes more normal and competition more pronounced.

In the inevitable expansion of the Dallas market in 1947, our local manufacturers, wholesalers, and retailers will utilize printing to a greater extent than ever before in promoting the sales of merchandise throughout the Dallas trade territory which has come to include a far greater area than before the war. They will find Dallas advertising agencies and printers fully competent to create and

for Your

INVESTMENTS

... See the Dallas Federal

You may invest any amount up to \$5,000.00

or

you may save small sums monthly or periodically.

Investment insured up to \$5,000.00 by an agency of the Federal Government.

DALLAS FEDERAL SAVINGS AND LOAN ASSOCIATION

Phone C-9377 Dallas, Texas 1411 Main St.

The Largest Federal Savings and Loan Association in Texas

produce the type of advertising needed to sell their products.

The plague of the paper shortage, scarcity of skilled craftsmen, and inability to obtain new printing equipment, which have beset the Dallas printing industry for the war years, should be somewhat relieved early in the new year. But it will be late in 1947 before much of the machinery ordered by Dallas printers to care for increased volume of business will be in operation.

W. G. Vollmer,

President of the Texas and Pacific Railway:

The year 1946 for the railroad industry has been something of a paradox. It has been a year of high traffic levels, yet many railroads have experienced financial strains ordinarily associated with periods of depressed business activity. While some lines will show a profit for the year, the number reporting deficits will be out of proportion to the volume of traffic carried. This condition is the result of materially increased wages and payroll taxes and increased costs of materials and supplies while the base of railroad revenue — freight rates — remained essentially the same as before the war.

Despite significant decreases in revenue, however, most of the railroads have gone forward with their plans to improve their services by the addition of new equipment, the rehabilitation of roadway and station facilities, and the continuation of operating efficiencies developed during the war years. Hundreds of millions of dollars have been committed for the purchase of passenger equipment that will set new high standards of travel comfort and luxury. Freight equipment, including more powerful locomotives, special purpose cars, railroad radio equipment, will give shippers faster and better service.

General business conditions largely determine the amount of transportation demand on all classes of carriers. If the expected increase in business activity materializes during 1947, and if the railroads are granted an adequate increase in freight rates, then a promising era lies ahead of American railroad industry.

The unsettled labor conditions which have characterized the American industrial scene in 1946 must be eliminated if

the vast production potential of this country is to be realized. Without stable labor conditions there can be no adequate production of goods and services, and without production, there can be no real prosperity. Production is the key to local and national business well-being.

All over the nation, and particularly in the Southwest, there is a huge backlog of demand for consumer and durable goods. Vast highway and street building programs have been held up awaiting materials and supplies. A multitude of industrial plants, office buildings, hotels, warehouse facilities, apartments and other housing units are urgently needed, and the construction industry will provide them when critical supplies become available.

The business outlook for the Southwest in general, and for Dallas in particular, is excellent. The impetus given commerce and industry by the extensive war-time developments in this great region must be capitalized upon. The capacity of the Southwest for industrial production has been clearly demonstrated, and this ability to meet and maintain high levels of production has

caught the attention of business leaders all over the country. As one of the leading financial, commercial and industrial centers of the Southwest, Dallas' position should be materially strengthened in 1947.

An important factor in all phases of Dallas business activity is the network of railroads that provide the city with fast, dependable transportation services. As they have in the past, the progressive railroads that serve Dallas will continue to be in the vanguard of those who are striving to build a bigger and better Dallas.

J. C. Tenison,

President of the Dallas National Bank:

The year 1946 will become a marked page in the annals of history for having recorded economic and political events that will cast their shadows well into the next year or two.

The first event of great significance occurred in September when the stock market, by a precipitant fall in security prices, hoisted a flag of warning, followed in subsequent months by sharp

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are invited to our
Eighth Annual
All Day Open House Party
on Saturday
December twenty-first
Nineteen hundred forty-six
1911 Canton noon to 10 p. m.



R-5816

breaks in commodity prices. Causes of such breaks, in the face of good business conditions, often become known only after a long time, and such changes in trends of prices have in the past been forerunners of a general contraction in business activities.

Industry and business do well to operate within such restrictions that would enable them to produce, buy, and sell so that any unexpected drop in prices will not endanger their financial operations.

Another event of great importance came in the November national election when the Republican Party took over the control of both the House and the Senate. It is beyond the capacity of any one to predict the outcome of this change in our political life, but be it in the end for better or worse, several months will elapse before a clean cut national political policy will be promulgated.

In the meantime, the Scottish motto, "Gang Warily," may well be suited for adoption during the coming year of 1947.

E. M. (Ted) Dealey,

President of the "Dallas Morning News":

Significant developments in the newspaper field which are particularly interesting at this time are the tremendous demand for advertising space and the large increases in circulation, both of which seem to indicate a very large growth for Dallas and the surrounding territory.

This demand for newspaper advertising space will continue to be greater than supply in 1947 unless availability of newsprint increases by half again as much as the amount consumed in 1946.

One of the most significant developments of the year with respect to retail newspaper advertising is a new consciousness on the part of merchants of the tremendous pulling power of newspaper advertising. This has been the result of two factors. First, with a minimum of space available in the newspapers, due to the newsprint shortage, merchants have had to select carefully those goods and services to be advertised. Secondly, also because of space limitations, merchants have carefully checked results of their advertisements so that this experience

might be used in future planning. This is particularly true in the case of larger retail operations where there is great rivalry among departments in getting their share of advertising space allotments. The result has been that retail management in Dallas has a greater respect for the importance of newspaper advertising in a successful operation.

One of the most serious problems having a bearing on the future course of retail business in downtown Dallas is the traffic and parking situation. Customers from outlying towns who regularly come to Dallas to shop are making fewer trips or no trips at all. They find the wear and tear of traffic snarls and the lack of parking facilities too great an inconvenience to compensate for the larger selection and better values in merchandise. This same condition is driving many Dallas shoppers from downtown to the suburban shopping centers.

The parking situation could probably be eased considerably if more large stores would follow the example of Arthur Kramer, who is providing parking facilities in the vicinity of A. Harris & Company, so located that it will not be necessary for customers to drive into the heart of the business district to park their cars. Perhaps more one-way streets will help to relieve traffic congestion.

Another big problem to be solved before Dallas can go forward as it should is that of increasing our water supply. Many important and desirable industries like the Southland Paper Mills use several million gallons of water daily. These are automatically out for Dallas at the present time. Dallas might tomorrow have the opportunity to acquire a single industry that could easily consume our present water supply.

All Dallas should unite in a crusade for resumption of soil conservation and flood control work at the earliest possible moment. Because of historic association, too many people think of the Trinity reclamation program as merely a navigation project. As a matter of fact, navigation has become of secondary interest. As the situation has developed, Dallas' hope of an adequate water supply is tied up with this program.

There must also be expansion in other facilities such as housing, business office space, electric power production, and hotel accommodations to take care of the large growth in the population of Dallas within the last few years. The city officials and private service institutions

(Continued on Page 86)

FLUORESCENT Fixtures

**Daylight at Midnight
Wholesale Only**

**Dealers—Save Money Here
Up to 50% Discount**

"First in Fluorescent"
Made with our exclusive glass diffusing panels which
soften and diffuse the light without loss of efficiency—
Over 300 styles and designs

INQUIRIES INVITED
Tubes + Starters + Ballasts

BE SAFE—BUY OUR GUARANTEED FIXTURES
as thousands of others have done, all thru the South
Underwriters Approved

DAYLIGHT at MIDNIGHT
Central 3383
Oldest Fluorescent Dealer in the South

**FLUORESCENT LITE
EQUIPMENT CO.**
918 COMMERCE STREET • DALLAS, TEXAS

STORE OR OFFICE



HOME

BREAKFAST KITCHENS
DINING ROOMS
BATHROOMS
PLAY ROOMS
RECREATION



FACTORY



Business Statistics

(Continued from Page 11)

the latter has long exceeded Dallas in population. In one excellent index to business volume—air express shipments—Dallas topped the combined totals of Houston, San Antonio, and Fort Worth.

The comparisons are based principally on the October statistical reports of the Bureau of Business Research of the University of Texas.

Dallas' bank debits totaling \$780,940,000 for October exceeded the combined totals for San Antonio and Fort Worth by \$291,415,000. San Antonio's bank debits for this month were \$217,135,000 and Fort Worth reported total bank debits of \$272,390,000. Dallas' bank debits were \$42,478,000 above Houston's total of \$738,462,000.

Dallas' postal receipts amounted to \$742,105 in October, exceeding the combined total of \$611,827 for Fort Worth and San Antonio by \$130,278. Dallas' postal receipts topped Houston's total of \$471,144 by \$270,961. Fort Worth reported total postal receipts of \$326,222 and San Antonio's postal receipts for October amounted to \$285,605.

Dallas continued to increase its volume of air express shipments in October, with a total of 9,220 as compared with 6,960 shipments in September. The Dallas amount exceeded the combined totals of Houston, San Antonio, and Fort Worth by 836. Houston reported 3,810 air express shipments in October, San Antonio reported 2,027, and Fort Worth's total was 2,547.

The national bank call as of September 30 showed that two Dallas banks topped Houston's biggest bank in deposits and that three Dallas banks were ahead of the leading banks in San Antonio and Fort Worth in deposits.

The combined deposits of Dallas' first three banks aggregating \$692,748,000—\$282,944,500 for the First National Bank, \$238,266,900 for the Republic National Bank, and \$171,536,600 for the Mercantile National Bank—exceeded the combined deposits of the top banks of Houston, San Antonio, and Fort Worth by 49 per cent. Houston's First National Bank reported \$178,511,900 of deposits, San Antonio's First National Bank reported \$130,455,900, and Fort Worth National Bank reported \$154,887,900, aggregating \$463,855,700. The deposits of Dallas' first three banks represent approximately 76 per cent of the total of \$911,668,557 reported by the city's 18 banks.

Dallas also led the 17 labor market areas of Texas in decline of unemploy-

ment during September. In Dallas, only 9,000 were reported unemployed as of the end of the month, a 21.7 per cent decrease from 11,500 unemployed in August. This compared with an unemployment decrease of 1.6 per cent during the same month in Houston, with a total of 18,000 remaining unemployed there. The United States Employment Service reported that during the same period Dallas' non-agricultural civilian labor force increased 1.9 per cent and Houston's increased 0.3 per cent. Dallas showed the greatest percentage increase of any Texas area.

The number of telephones in Dallas at the end of October was 147,760, as compared with 84,437 in San Antonio, 73,049 in Fort Worth, and 171,526 in Houston.

Retail sales in Dallas gained 17.6 per cent in October over the same month of 1945. Retail sales were up 22 per cent for Houston in October over the same month of last year, 19.6 per cent in San Antonio, and 21.7 per cent in Fort Worth.

Dallas business statistics as of November 1 showed total bank clearings of \$7,052,477,200 for the first ten months of 1946 as compared with \$6,634,514,100 for all of 1945, and \$6,931,790,000 of bank debits for the first ten months as compared with \$7,057,650,000 for all of last year.

Street railway revenue passengers aggregated 88,060,330 for the first ten months of this year as compared with 101,196,257 for the full year of 1945. Postal receipts for the first ten months



The **Dallas National Bank**

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

were \$6,481,332 as compared with \$7,227,039 for all of 1945.

The number of gas meters at the end of October was 106,818 as against 100,646 at the end of October, 1945. Water meters totaled 96,852 at the close of October as compared with 91,821 at the end of October, 1945. Electric meters aggregated 112,640 at the end of October as compared with 107,121 at the close of the same month in 1945.

Other Dallas totals for the first ten months of 1946 show air express shipments dispatched of 28,762 as against 22,180 for all of 1946; air express shipments received of 34,632 as compared with 29,610 for all of 1946; building permits of \$42,685,615 as compared with \$19,104,848 for all of 1945; railway express shipments handled amounting to 2,952,818 as compared with 3,052,049 for all of 1945; air mail originated aggregating 285,147 pounds as against 570,615 for all of 1945; total consumption of 475,771,192 kilowatt hours of electricity as compared with 560,718,969 for all of 1945; and total consumption of 13,415,073,100 cubic feet of natural gas as compared with 17,012,534,200 in all of 1945.



LET'S ADVERTISE TEXAS. A strong advocate of a program of State advertising to tell the nation about Texas' advantages for industry and tourists, the Dallas Advertising League was joined by the Dallas Chamber of Commerce during the year in a luncheon to inaugurate a series of state-wide discussions on the subject. Pictured, left to right, are Walter Woodul of Houston, former lieutenant governor of Texas, who was principal speaker at the luncheon; B. F. McLain, president of the Dallas Chamber; and L. C. Roberts, vice president of the Dallas Advertising League, who presided.

THE PERFECT GIFT

**because they choose
for themselves
what they really
want for Christmas**



Solve all your Christmas shopping problems at one time. Give a KAHN'S GIFT CERTIFICATE. Let the receiver pick out for himself the gift he most desires. Your only problem is to make out your list . . . Kahn's does the rest. Each certificate individualized. If you have an account at Kahn's, phone C-4191 now and give us your list. If you do not have a Kahn charge account, open one today . . . and shop the easy way.

Also a variety of Christmas
Hat Gift Certificates

E·M·KAHN & CO.

MAIN AND ELM AT LAMAR

APPAREL SHOPS FOR MEN, WOMEN AND BOYS

Purex Corporation

(Continued from Page 17)

factories at Tacoma, Wash., and St. Louis.

The new Dallas manufacturing operations are under charge of A. G. Bruce, southern divisional sales manager. In addition to Messrs. Pelletier and Bruce, other Purex officials honored at the Chamber's luncheon included L. S. Precourt, chairman of the board of directors; and William Neal, vice president in charge of sales, who is a native Texan.

At the luncheon, with Vice President Clyde L. Stewart of the Chamber presiding, certificates were presented to the Purex home office executives by City Councilman W. C. McCord, making them honorary citizens of Dallas.

Mr. Pelletier declared the Dallas area possesses the brightest business future of any section in the United States. He said the Dallas plant would employ initially about 60 workers, and in full-scale production will turn out about \$1,500,000 of household bleach and disinfectant annually. The plant represents a \$300,000 investment thus far.

The Purex Corporation is among several West Coast manufacturing concerns whose newly established facilities at Dallas are illustrative of the eastward trend of industry which has become more pronounced in recent months. The new trend is challenging the traditional "westward march of industry" and in many respects has particular significance for Dallas—approximately midway between the Atlantic and Pacific coasts and the center of the nearest major market East of the Rocky Mountains and consequently the first objective of many of the companies expanding from the far West.

The trend is having a marked influence on the thinking of industry in the North and East. Companies whose plans called for a Southwestern factory in 10 years, for example, may now be expected to step up the program and locate a plant here within the next two or three years, trying to beat their Eastward-moving competitors from the Pacific Coast into the Dallas Southwest market.

Dallas may well become the meeting place—and perhaps the economic battleground—for two major segments of American industry. In any event, the new trend can only advance Dallas' industrial development at a more rapid rate than could otherwise be expected.

Since V-J Day, there has been an ever increasing number of industrial prospects for Dallas originating on the Pacific Coast. These are largely companies

which have been founded in the West, have achieved major status in the semi-isolated market west of the Rocky Mountains, and are now expanding to compete with the East and Northern firms.

In addition to the Purex location in Dallas, other examples of the Eastward march of industry include the following developments:

Holister Coil Spring Manufacturing Company, with headquarters in Los Angeles, placed a plant in Dallas during the war primarily to serve the requirements of the North American Aviation plant. With the end of the war, North American contracted into its original California plant but Holister remained in Dallas, because it has learned from experience of the industrial opportunities here. Holister expanded in its original location soon after V-J Day, but before that expansion was completed found that its facilities still were not adequate. It is now completing a new and larger plant—its second expansion in Dallas—at a new site on the Eagle Ford Road.

Stanley Overby Chair Company, another Los Angeles firm, has purchased a site on the Eagle Ford Road for its first factory east of the Rockies. Its plant will

be adjacent to the Holister plant.

American Metal Bearings Company, with headquarters in Los Angeles, has also purchased a site in Dallas. This firm manufactures replacement bearings for the heavy, industrial engines used primarily in the oil fields. It expects its Dallas plant ultimately to be larger, and employ more workers, than its present plant in Los Angeles.

Premier Metal Products Company of Phoenix, Ariz., manufacturer of aluminum windows, has established an assembly plant in Dallas, adjacent to the Holister development on the Eagle Ford Road.

Another California company, whose name the Dallas Chamber of Commerce is not yet privileged to release, has purchased a 20-acre site in Dallas for its Southwestern manufacturing operations and plans developments there which will eventually provide employment for some 500 workers.

A representative of still another California company, which has definitely decided on Dallas, was in the city recently seeking a four-acre site for his firm's first factory east of the Rockies.

... the name

TABER'S

Dallas' oldest jewelers since 1883

1510 MAIN STREET

to look for...

Report on Dallas Business

(Continued from Page 82)

should be encouraged to expand their capacities as rapidly as possible.

If Dallas can overcome obstacles mentioned above its business picture in relation to the national situation would seem to be very good indeed. Dallas did a pretty good job of withstanding the last depression, as compared with cities of the North and East, because it was continuing to grow. It would do a similar job of withstanding any new depression—if we must have one—if it can clear the obstacles out of the way so that it can continue to grow.

The Chamber of Commerce and the other leadership of Dallas should not forget that, while Dallas has become a great

industrial, financial, and distribution center, it is still dependent in large degree upon the agricultural industry that surrounds it. There has been a decline in farm population, cotton acreage, and total tilled acreage in many of the counties in the Dallas trade area. I think that the Dallas economic and civic leadership should overlook no opportunity to aid in any program looking to a rehabilitation of Blackland, East Texas, North Central and Midwest Texas agriculture.

Technical specialists added to the engineering staff of Braniff International Airways include R. A. FLUME, G. W. CLARK, H. H. POOL, and BERNARD VARNAU, engineers, and WELFRED LOYD and JAMES SPAIN, draftsmen.



SAC Credit Manager. James E. Lockart, Jr., an accountant with the "Dallas Morning News" for 13 years, has been appointed credit manager for Southwest Airmotive Company at Love Field. He was recently discharged as a major in the Army Air Forces after receiving the Legion of Merit for distinguished service in the AAF statistical control unit.

HUBERT ACHOR is general manager of the Village Camera Shop, which has moved into larger quarters at 86-87 Highland Park Village.

J. L. ALLHANDS has been elected president of the Richmond Freeman Memorial Clinic. Other officers are GEORGE McCORMICK, R. J. O'DONNELL, and FRED LUHNOW, vice presidents; ALFONSO JOHNSON, secretary; and RAY NESBITT, treasurer. E. M. (TED) DEALEY has been named to the board of directors as successor to his father, the late G. B. Dealey.

F. H. MARBURGER has opened the Wilshire-Glidden Paint Store at 6116 Mockingbird Lane.

Design of Subdivisions, Apartments, Projects, Shopping Centers
and Country Estates

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SITE PLANNER AND LANDSCAPE ARCHITECT
DALLAS, TEXAS

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KIRBY BLDG. DALLAS

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"WIRE-O AND CERLOX PLASTIC BINDING"

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AMERICAN BEAUTY COVER CO.
2002 North Field Street R-5179 Dallas

RUTHERFORD CALCULATING SERVICE

We figure inventory extensions, percentages, statistics, etc. Work done in your office or ours.

BURROUGHS CALCULATORS FOR RENT

1312½ Commerce

Phone C-4538



Gas Executive. Dr. Byron B. Boatright, formerly a member of the firm of Boatright & Mitchell of Houston, has been appointed vice president of Republic Natural Gas Company in Dallas in charge of the newly created engineering and research department. He was an independent consulting engineer for ten years.



United Press Manager. Fred A. McCabe, Southwest business manager for the United Press since 1944, has been advanced to manager of the Southwest division, with headquarters in Dallas. He succeeds Jacques D'Armand, who is entering private business. Mr. McCabe joined the U. P. in Cleveland in 1936.

New owner of the Victory Tire & Rubber Company, 4715 East Grand, is LEE WOODS, former implement dealer in Arkansas for 20 years.

CLYDE (DOC) SWALWELL, former member of the Army Air Forces, has been added to the staff of the Cruger Smith Agency, Magnolia Building.

TELEPHONE C-5721

Photographs

THOMAS K. CONE, JR.

1717½ Commerce

Dallas

Dallas Firm Organized To Distribute Calcinator

Calcinator in Dallas, a new concern formed to market the calcinator, an automatic home garbage and waste disposal unit manufactured in Bay City, Mich., has opened in remodeled quarters at 2104 Main. Officers of the firm, which holds an exclusive franchise for Dallas County and is the first retail outlet in the country distributing this one product, are Miss Grace Williams, president; Edwin G. Fink, vice president and general manager; and Don Pattie, secretary and treasurer.

B. C. JEFFERSON, associate editor of the "Dallas Times Herald," has been elected to the national executive council of Sigma Delta Chi, professional journalistic organization.

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is sound selling directed to the present . . . planned for the future.

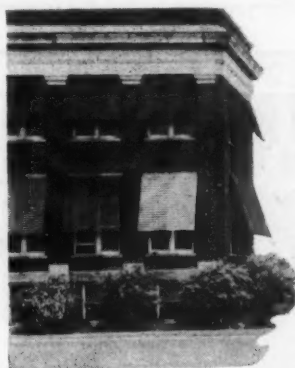
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1524 Irwin-Kessler Building—R-6044

DALLAS CHICAGO NEW YORK



RUSCO Venetian
ALL METAL AWNING

A PRODUCT OF THE F. C. RUSSELL COMPANY

Year 'Round Comfort
THE Right LIGHT AND AIR
WITH A FLICK OF YOUR FINGER



First cost is last cost with these permanently installed RUSCO Awnings. You control glare, light and ventilation from the INSIDE. They enhance the beauty of your office, factory or home and eliminate the expense and bother of removal, storage and replacement.

Investigate RUSCO all-metal venetian Awnings. They combine the best features of conventional awnings and Venetian blinds. They're permanent, fire-proof, trouble-free—and they'll last a life-time.

Write or call D4-5124 for literature

The Vent-A-Hood Co.

CONTRACTING WIRING

GABLE

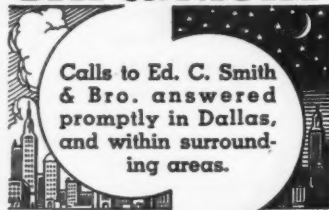
6713 SNIDER PLAZA • L-3188
"A Qualified N.E.C.A. Contractor"

FIXTURES APPLIANCES

A former copywriter in the advertising department of Neiman-Marcus Company, MISS JUNANN JORDAN has assumed a similar position with the Dallas division of the advertising agency of Wilhelm, Laughlin, Wilson and Associates.

TELEPHONE C-9277

DAY OR NIGHT



Calls to Ed. C. Smith & Bro. answered promptly in Dallas, and within surrounding areas.

Funerals within your financial means, including use of Memorial Chapel.

Ed. C. Smith & Bro.
MORTUARY.

Run at St. Paul

Letters:

As the youngest and only Texan in a USO Camp Show unit of 15 people that has just completed a 45-day tour of hospitals in California, Washington, and Oregon, it is a sincere pleasure for me to write and tell you that Dallas is known wherever one stops. When one is introduced from Texas—and you may well know we are not backward here—immediately you are asked, "Well, how is Dallas?" The manager of our unit, William Mack, is a great Texas booster and especially for Dallas, and has intimately known Charles J. Freeman of Interstate Theater offices for many years.

To cheer and help the boys who won our battles is our job. One finds them in the wards so badly injured, some of them maimed for life, and it is indeed hard, lots of times, to keep your smile and routine in order. But how graciously they receive your act, so helpful in their atti-

tude and so receptive of what one tries to do for them. This more than repays us for the daily three to five shows that are given around their beds and the auditorium at night.

Uncle Sam is surely doing an intelligent job of rehabilitation. This month calls for visits in hospitals in Idaho, Montana, Utah, Colorado, Wyoming, and South Dakota. We are slowly working our way toward Chicago, Detroit, and New York. We fully realize that we will be questioned aplenty on Dallas and Texas, but the Texas Almanac has been a magnificent help and proof. We will do our best to tell all inquiring folks about the grandest state in the Union—Texas—and its greatest city—Dallas. Texans brag a lot, it's true but, my, aren't we all happy to do it when one is a Texan and especially from Dallas.

My Dallas home is at 2708½ Fairmount. My parents have sent me a grand story of Dallas standing tenth in residential building, the sort of news that all veterans want to know and something my home city should be proud to acclaim to the world. We read this story while in Spokane, Wash., last week.

JANE ANN SMITH.

En route with USO Camp Show, Unit No. 15.

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GILLET
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INDUSTRIAL and COMMERCIAL SHOWS
PRIVATE PARTIES and DANCES

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DALLAS TRANSFER
and Terminal Warehouse Co.

(Established 1857)

2nd UNIT, SANTA FE BUILDING
Warehouse, Office and Display Space
Moving—Heavy Hauling—Packing

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Try This Number for Competent Help!...

C-5181

SACKS EMPLOYERS SERVICE

Texas' Oldest Employment Service
1804½ MAIN STREET

Specializing in
ACCOUNTANTS... SECRETARIES... OFFICE... SALES
CLERICAL AND TECHNICAL HELP

Serving Dallas Employers 27 Years

Dallas to Be Host to World Meeting of Junior Chamber

International commerce and future world peace as seen through the eyes of young business men in the United States and abroad will be projected at Dallas February 16-21 during the World Congress of the Junior Chamber International.

The development of future world trade, the elimination of trade barriers, problems of export and import and allied subjects will be given over to discussion during the five-day conference of international representatives.

Members of Junior Chamber International from 30 foreign countries, presidents of the various state organizations comprising the United States Junior Chamber of Commerce, members of the USJCC executive committee and presidents of the 117 Texas Junior Chamber organizations will comprise the attendance list. Dallas Jaycees will be host to the conference.

Invitations will also be extended through the State Department to the various foreign legations in Washington urging those countries where JCC has not yet been established to send representative young men as "observers" to the World Congress.

Leaders in world commerce and international relations will headline the program of the conclave, according to Willard Crotty, Dallas Jaycee vice president and chairman of the congress control committee. Mr. Crotty met with representatives of the Junior Chamber International and USJCC in New York

recently to map plans for the forthcoming world peace forum and JCC institute.

The control committee chairman, who represented Dallas Jaycee President Ed E. Sammons at the New York meeting, called on Secretary Byrnes' and Texas' Senator Tom Connally and extended invitations to the two U. S. foreign relations authorities to participate in the February conference. Both Secretary Byrnes and Senator Connally expressed their interest in the Dallas meeting and indicated their acceptance provided future circumstances will permit. Under Secretary of State Will Clayton is being sought for the number one speaker on that part of the program to be given over to international economic affairs.

Hotel accommodations will be made available without cost to the foreign representatives by the Dallas Junior Chamber. An elaborate evening entertainment program will augment the daily business sessions and will include a dinner-dance on Tuesday, February 18, and an inaugural ball the last night of the meeting.

Sales representative for Manville Fabrics, Inc., for Texas, with headquarters at 907 Jackson in Dallas, is DAVID D. KAIM, Army Air Forces veteran.

A. B. CLARK, JR., Army Air Forces veteran, has joined his father's real estate firm at 5436 East Grand in the sales department.

PHOTOSTAT PRINTS

Southwestern Blue Print Co.

1801 Commerce Street Phone C-8084

FIRST FOR THIRST!

Bluebonnet
EXTRA PALE BEER



DALLAS-FORT WORTH BREWING COMPANY • DALLAS, TEXAS

BUSINESS, RESIDENTIAL,
INDUSTRIAL

LOANS

For Building, Buying,
Refinancing or Repairing Business
or Residential Real Estate at
Lowest Interest Rates.

FHA and GI Loans
On New and Existing Homes.

T. J. BETTES CO.

Donald McGregor, Vice-President
1215 COMMERCE C-8028
South's Leading Mortgagee

*Spice Up Your
Holiday Festivities
with*

OAK FARMS EGG NOG MIX

OAK FARMS

Fine Dairy Products

Milk • Ice Cream

Formerly with the Globe Aircraft Corporation of Fort Worth as director of sales and public relations, JOE HOWELL has joined the Rogers & Smith advertising and public relations agency as sales promotion consultant.

BERRY G. BOYD, who has been in men's store sales work in Dallas for 25 years, has been appointed first floor manager for James K. Wilson Company.

New comptroller for Kenyon Auto Stores is JAMES E. THOMAS, former Army major,

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Advertising and Public Relations
1708½ Commerce • DALLAS • Central 6740



Radio Presented to General Wainwright. When General Jonathan M. Wainwright, Fourth Army Commander at Fort Sam Houston, was guest of honor at a luncheon given by the Dallas Chamber of Commerce several months ago, he was presented with a radio. Delivery was delayed because of production shortages, however, until last month when representatives of the Dallas Chamber went to San Antonio for the formal presentation. Pictured, left to right, in General Wainwright's quarters are Harry E. Brown and John P. Strange of Dallas, who presented the radio; General Wainwright; Mrs. J. R. Pugh, wife of Lt. Colonel Pugh, aide to General Wainwright; Colonel O. I. Homan, also an aide; and Brig. General Lewis C. Beebe, Fourth Army chief of staff.

"Duel in the Sun"


(Continued from Page 22)

filmed were those of the prologue, which required one of the largest sets of the production. It represented a bordertown saloon of 1880 which occupied one full stage. The bar was 102 feet long, and it was upon this bar that Tilly Losch, as Jennifer Jones' Indian mother, danced. Miss Losch and Herbert Marshall, who

plays the role of Jennifer's aristocratic Creole father, were engaged specifically for the prologue.

"Duel in the Sun" has 57 speaking parts, and there were 6,526 extras employed. Over 1,000 horses and 750 head of cattle were used.

Dimitri Tiomkin, among the foremost Hollywood composers, created the score for "Duel in the Sun." King Vidor directed and Hal Kern edited the picture.



**Typewriters
Adding Machines
Repairs and
Supplies**

S. L. EWING CO.

1919 Main Street C-5401 Dallas

M. ALLEN ANDERSON, first vice president and director of agencies of the Republic National Life Insurance Company, has been reelected a director of the Life Insurance Agency Management Association for the Southwest region.

THOMAS, JAMESON & MERRILL

ARCHITECTS AND ENGINEERS
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DALLAS 1, TEXAS

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Dale Miller

(Continued from Page 7)

of such a limitation order, in either its original or modified form, cannot fail to exceed whatever temporary savings may be reflected in the national budget.

Not to be overlooked is the fact that the war compelled the construction of many essential rivers and harbors and flood control projects to be deferred for years, and a substantial backlog of necessary work accumulated. The public works program this year was thus more important and more urgently needed than such a program would otherwise have been in normal years; only the essential projects were drawn from the backlog to be incorporated in the current program. Also to be borne in mind is the reminder that the war exacted a terrific toll in the depletion of much of our valuable natural wealth, and made more necessary the resumption of the orderly development of our internal economy through a sound public works program.

Finally, it is necessary to appreciate the fact that the rivers and harbors and flood control projects which survive the critical scrutiny of the Corps of Engineers and Congressional committees

these days is a far cry, indeed, from the "pork barrel" programs which rolled out of Congress during earlier years in our political history. The rivers and harbors committee of the House, under the scrupulous leadership of Congressman Mansfield, considers only such projects that have been recommended by the Corps of Engineers; and that efficient and conscientious agency undertakes exhaustive surveys before determining a project's engineering feasibility and economic justification. No project is authorized by Congress, therefore, that does not promise substantial benefits to the American people in excess of the costs of construction and maintenance.

The President's limitation order should be rescinded. It had not legal justification at the outset, and it is still producing unwarranted hardships. If the President should fail to abrogate his order before the new Congress convenes in January, or at least to modify it to a considerably greater extent, a strenuous effort will no doubt be made to enact legislation which will restore the full amount of the appropriations and which will prevent any further defiance by the executive department of the expressed will of Congress and the people. A sound public works program, already

long deferred by the war, is an important part of the responsibility before us to increase wealth and strengthen the national economy.

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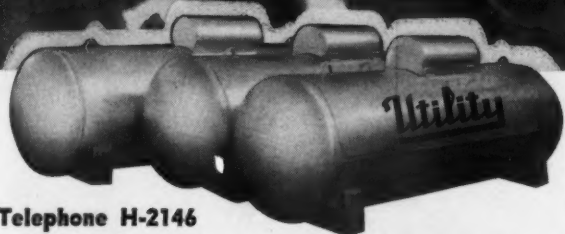
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